



Be a BWNA Art & Garden Tour Host in 2026!

EVENT HISTORY

The BWNA Art & Garden Tour made its initial debut in the summer of 2023. Tickets were priced at \$15 each, and the event drew over 100 people in late July. Folks wandered the grounds of five different gardens on self-guided tours, and in no specific order, ensuring no garden had more visitors than it could comfortably hold.

Visitors and garden hosts alike enjoyed bumping into old friends and making new friends who shared their love of plants; by all indicators, the event was a huge success.

In 2024, the event was comprised of four different gardens. Tickets sales were over double that of the previous year, and the making of an annual event was forming.

Alas, BWNA was unable to attract the required number of gardens and requisite willing hosts for a 2025 event, so the Art & Garden Tour was not held that year.

Because the Art & Garden Tour has the potential to help fill BWNA's coffers such that it has the resources to host more free-to-all neighborhood events, event organizers hope to resurrect the event and gain the momentum to make it a true "annual" event for the community.

WHAT DOES IT MEAN TO BE A GARDEN HOST?

The Garden

The gardens are the key element of this event; art is secondary; we added it to bring it an even more festive feel.

Your garden doesn't need to be something out of *Sunset Magazine*, but it should be interesting to fellow gardeners in some way. Examples of gardens from 2023 and 2024 include one with a tropical theme, one with a waterfall and small pond, one featuring shade plants and a veggie garden, and a petite garden with pathways and whimsical elements that cropped up along the way.

The Art

Ideally art is "garden art," i.e., art that is made for outdoor display. But while it's desired, it's not essential. Up to two artists are allowed. BWNA does not take a percentage of the artists' sales. Set up and take down for each art component rests with the artist.

Host Responsibilities

Hosts should be welcoming to garden visitors and, most of all, be willing to have a lot of fun! This isn't a contest, it's an uplifting community-building event and an important fundraiser for BWNA. We've found it helpful for hosts to solicit a friend or two to help greet people, take tickets, and direct traffic.

Once the date and time (likely 1 p.m. to 5 p.m.) are established, we ask that hosts take this responsibility very seriously, as we'll start preparing marketing materials well in advance of the event. We understand, however, that unforeseeable events can crop up.

We do expect that one's source of garden pride will encourage hosts to have their garden in good shape and walkways clear of debris for a safe wandering experience for visitors.

Garden hosts must secure the artist for their garden; in the past, folks have either been both the garden host and artist, used their own connections to find a suitable artist or artists, or inquired with local art galleries.

Hosts are required to submit a brief overview of their garden (a word count will be provided), and several high-resolution photographs of their garden, as well as information about the art, and high-resolution photos of a few pieces created by the artist. (Soliciting help from the artists is recommended.)

Hosts should check with their homeowners' insurer to secure any required rider for this event; around 250 visitors, spread out over the 4-hour event, should be expected. (Ticketing prevents more visitors than is comfortable.)

Visitor access to a bathroom in your home is NOT required. We hope you will, however, consider allowing this in the case of an "emergency." As in older people or very young people!

BWNA Responsibilities

BWNA volunteers will:

- Host several meetings with all of the garden hosts present well in advance of this July event to provide event details, logistics advice and to answer questions.
- Develop and provide all of the marketing for the event, including BWNA e-mail blasts, yard signs, flyers, Eventbrite and in the newsletter.
- Provide host name tags and event signage with balloons to direct visitors to the garden entrance.
- Host an "after party" at 5 P.M. the DAY OF the event. Yes, you'll be tired, but getting together when event details are fresh in one's mind helps BWNA receive useful feedback. And, it's a joyful time, when the years' garden hosts and BWNA volunteers can high-five each other for a job well-done in helping BWNA raise money for more neighborhood events and projects!

NEXT STEPS?

If you think being a garden host is your cup of tea, please contact BWNA board member and co-event lead Patti Koehler at patricekoehler@gmail.com. She would LOVE to talk to you about including you in the 2026 Art & Garden Tour.

