



# GARDEN CLUB

O F V I R G I N I A

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HISTORIC GARDEN WEEK

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## Reimbursable Expenses for Tours

As your tour team plans and budgets for tours and prepares to submit your club's Income/Expense report afterwards, this quick-reference list can be helpful. The Reimbursable Expense list should look familiar. It has not changed much in more than a decade. Most of the information is included in the *Insider's Guide* and on the [gcvirginia.org/BootCamp](http://gcvirginia.org/BootCamp) website.

We still encourage tour teams to aim for an income to expense ratio of 15% or less but understand that that is not always possible. Additionally, the person filling out the Income/Expense report may have limited background information and often seeks guidance on what to include. The objective of this list is to provide clarity, consistency, and equity among member clubs, and to make the task of filling out the form easier. As always, please contact the Historic Garden Week chairman at [statechairman@VAGardenWeek.org](mailto:statechairman@VAGardenWeek.org) or your HGW region representative with any questions.

### What's New?

1. Clarification on complimentary local tour tickets.
2. GCV will reimburse fees for your club's filing of the Virginia Charitable Organization Registration for Solicitation Form 100 or 102. (\*See page 3 for details)
3. A "Non-Reimbursable Expense" category to address potential expenditures that will not be reimbursed. For example, since Historic Garden Week provides a robust website with individual pages for each tour, GCV will not reimburse for the creation of a separate website for individual tours. Likewise, since GCV provides gifts for clubs to give to each homeowner, additional gifts that your club might purchase for homeowners will not be reimbursed. *We would rather you know in advance which expenses are reimbursable and which are not.*
4. A "Discouraged Expenses" category. For example, given GCV's stance on environmental conservation, we discourage the use of floral foam, or Oasis, but we also understand that is the designer's choice.

## Reimbursable Expenses

COVID supplies (masks, hand-sanitizer)

Event permit, if required

Fees associated with submitting Virginia Form 100 or 102

Floral supplies and purchased flowers if deemed necessary to supplement seasonal, garden grown, native plant material

Hostess supplies (GCV pays for ribbons, name tags and flower arranging cards, so additional expenses should be nominal)

Marketing and promotional materials

- Graphic design and printing for local brochures, maps of the tour area and tour tickets
- Artwork/photography in support of printed materials or marketing
- Sponsor signage/banners
- Advertising/marketing for your tour
- Signage (this should be minimal since GCV provides signs for all tours)

Miscellaneous including postage (this line item should not exceed \$250)

Police security or parking attendants

Rain supplies (mats, plastic runners)

Refreshments and snacks for club members and volunteers

Rentals:

- Porta-potties and Tents
- Tour headquarters (if applicable)

Technology in support of local tours (ex. Square fees, Sign Up Genius)

Tickets to your tour for current year homeowners and/or sponsors (both encouraged)

*NOTE: These are only considered an expense if the capacity of your tour is capped, in which case, complimentary tickets take away from potential profit and their value should be listed as a tour expense*

- GCV will supply a set of state passes for homeowners for the two years immediately following the year their property is featured on HGW

## Discouraged Expenses

Oasis, floral foam as a floral supply (as an environmental conservation measure)

Shuttle transportation -- *Shuttles tend to cause customer service problems and should only be considered if their cost can be built into the ticket prices*

Lunch expenses. *Partnering with another organization that bears responsibility for the lunch by providing volunteers, food prep, supplies, etc., for its own fundraising efforts is recommended.*

Excessive expenses associated with the design and printing of local tour marketing materials

- the average local tour brochure cost \$780 in 2021
- In 2019, the average expense for the design and printing of local brochures and tickets was \$1,696

Excessive expenses associated with purchased flowers

- Use of garden-grown, native, and seasonal flowers are encouraged

## Non-Reimbursable Expenses

Club Fundraiser expenses held in conjunction with a HGW tour, such as a tent for a marketplace, with proceeds designated to benefit your club

Homeowner gifts above and beyond the GCV gift and state passes  
Member appreciation gifts or events  
Websites other than VAGardenWeek.org  
Storage of HGW materials

\*The Virginia Department of Agriculture and Consumer Services requires that nonprofit organizations that solicit for charitable donations register with the state each year. If your club is not already registered and you choose to do so because of your role in soliciting for donations for Historic Garden Week, GCV will reimburse your initial filing fee and annual registration fees. The fees in 2021 were generally less than \$75 and vary based on whether your organization receives more than \$5,000 in charitable donations. GCV is registered as its own nonprofit organization, and the state will not allow other nonprofit entities—even GCV member clubs--to be included in GCV's registration.

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