



Home & Garden Tour
and ArtsFest 2025
Results & Statistics

June Pre-Sale



Tickets are now on sale!

43rd Annual West Central Home & Garden Tour



Now that the temps are finally rising, it's time to start thinking about the upcoming West Central Home & Garden Tour!

- We sold tickets in June for \$16 *before* releasing the list of tour stops
- Emailed the offer to people who previously purchased tickets online

63 Tickets · \$1,008

7% of all online ticket sales

2024 = 78 *tickets*

2023 = 49 *tickets*

Online Ticket Sales Totals

759 Tickets

Sold Online (incl. June Presale)

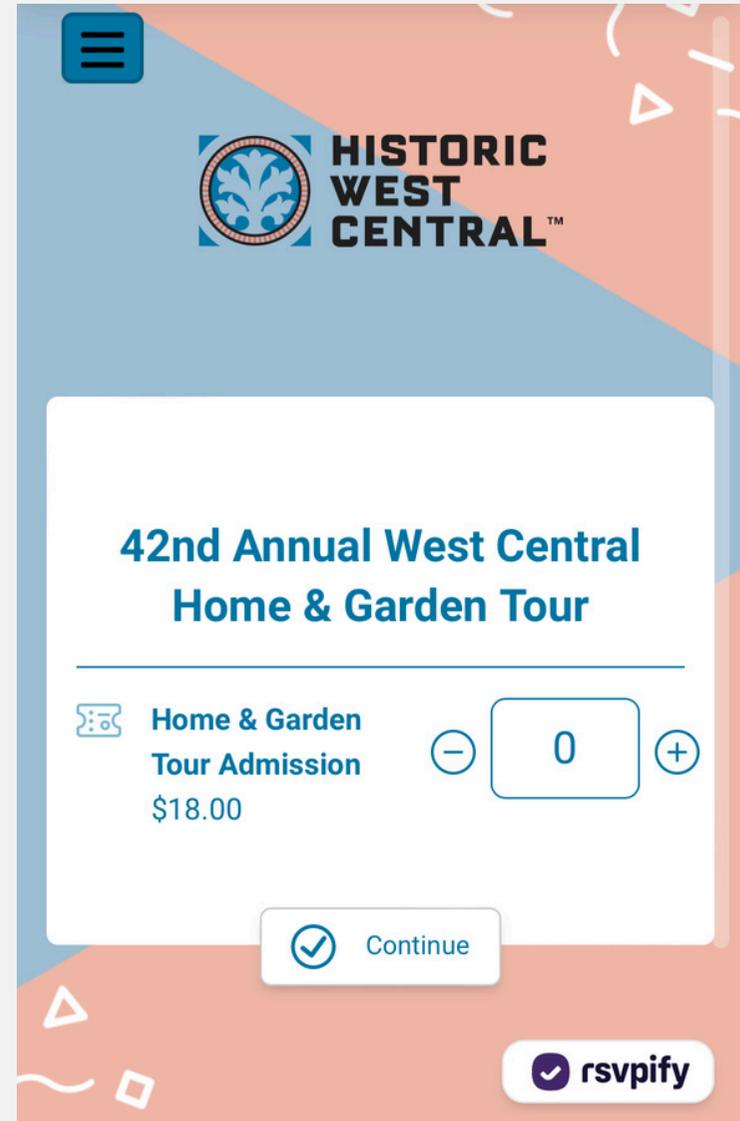
\$12,380

2024 = 863 tickets

2023 = 780 tickets

Ticket Sales by Month:

June	62 tickets
July	14 tickets
August	282 tickets
September	474 tickets



Online Ticket Sales - Final 2 Days



142 tickets

Thursday before the tour

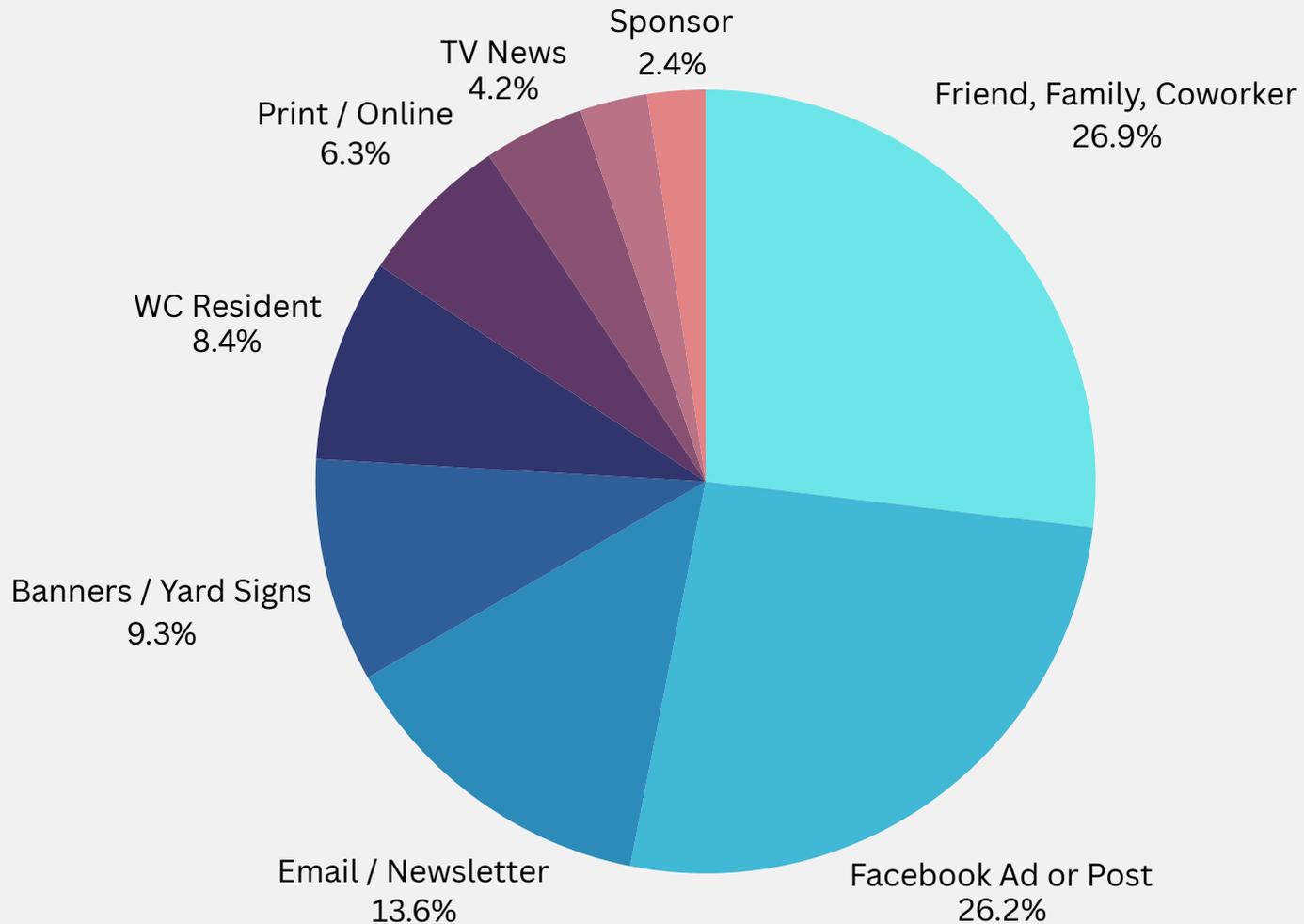
104 tickets

the day before (until 4pm)

29% of all online ticket sales
happened on the last 2 days

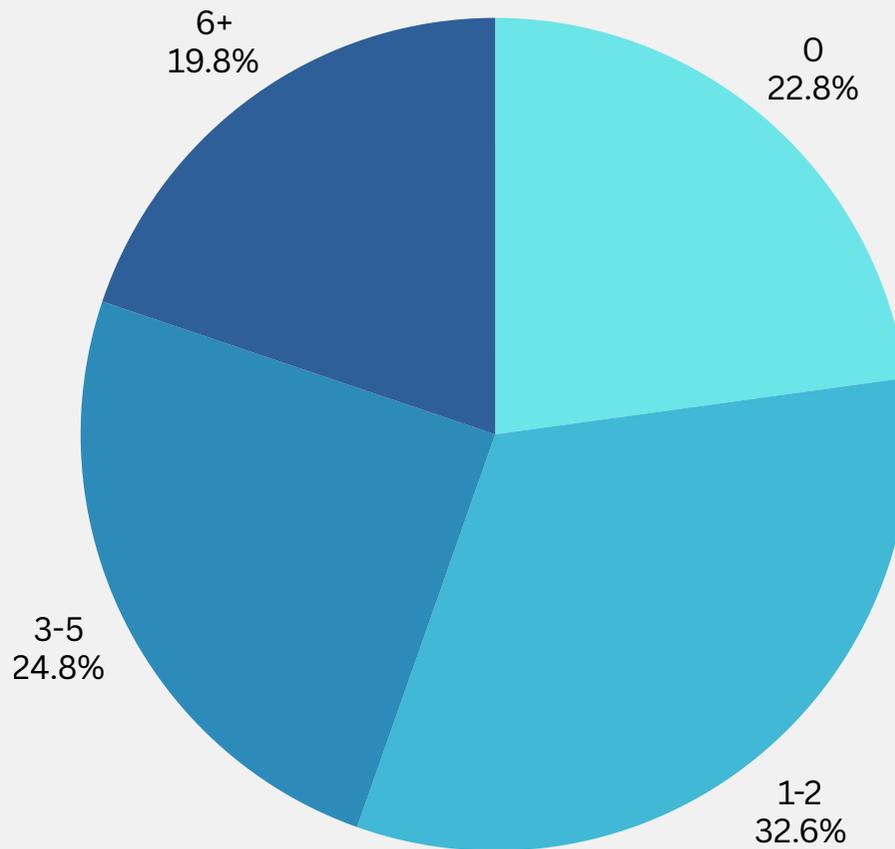
Online Ticket Sales - Survey

How did you hear about the event?



Online Ticket Sales - Survey

How many times have you attended the Home & Garden Tour?



Google Analytics



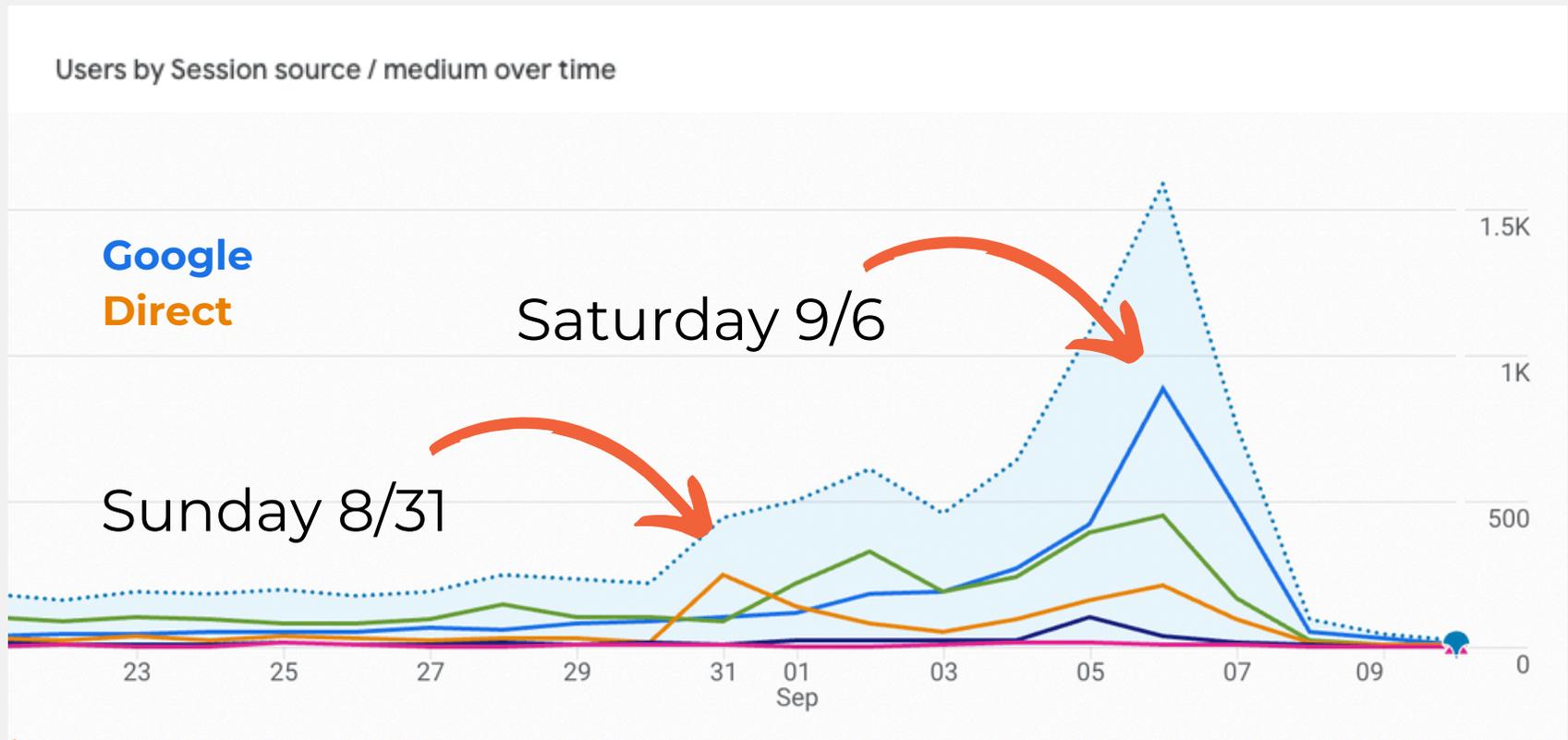
August 13 - September 9, 2025

Largest sources of website traffic:

1. Google / organic search - **1,889**
2. Facebook Ad - **1,308**
3. Direct - **1,140**
4. Facebook (Other) - **748**
5. Facebook Posts (main page) - **367**
6. visitfortwayne.com - **227**
7. Facebook Posts (Event Pages) - **214**
8. Email Newsletter* - **158**
9. Other Search Engines - **93**
10. Instagram - **69**

**a new category this year!*

Google Analytics



Facebook Advertising

Ran 4 Facebook ads:

- 3 for the Home Tour (July-Sept)
- 1 for ArtsFest (September)

Total Spent: \$365

- Reached 37,398 people (about 5,000 less than in 2024)
- Received 2,323 visits to the website, averaging \$0.16 per click (paid a lot more per click than 2024)

The image shows a Facebook advertisement for the West Central Neighborhood. The top part of the ad features the neighborhood's logo and the text: "West Central Neighborhood Sponsored · C Join us for the 43rd Annual West Central Home & Garden Tour, September 6 & 7 in downtown Fort Wayne! Explore the insides of 9 historic homes on this self-paced tour. Includes free trolley and an art festival with 8 Art Spaces, 35+ artist booths, live music, and food trucks! Click "learn more" and save \$2 off the regular ticket price." Below the text is a photo of a historic blue house with a porch. Underneath the photo, it says "SPONSORED BY:" followed by logos for Lutheran HealthNetwork, MBN Properties, and ELECTRIC WORK. There are two buttons: "Home & Garden Tour" and "Learn more". Below the buttons, it shows 8 likes and a comment icon. The bottom part of the ad is a red banner with the text: "West Central ArtsFest Free! Sat & Sun, September 6 & 7, 11am-5pm Downtown Fort Wayne, IN • www.westcentralneighborhood.org". Below this, it says "The streets of West Central come alive THIS... more" and a "LEARN MORE" button.

Sponsorships



Our Sponsorship
Committee did an
amazing job!

\$19,180

as of 9/30

2024 = \$22,036

Merchandise Sales



\$1,768 from credit card
\$313 from cash

\$2,077

Total Merch Sales

2024 = \$2,733

Sat & Sun Ticket Sales - Total



Tickets were \$20 each at the door

1,195 Tickets

Sold at the door

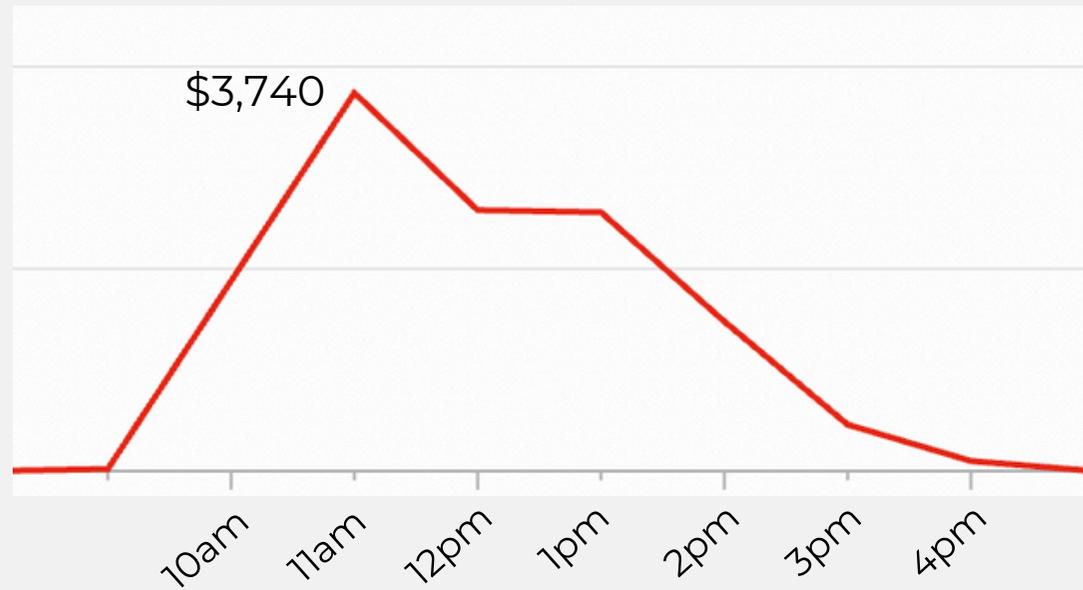
\$23,538

2024 = 1,462

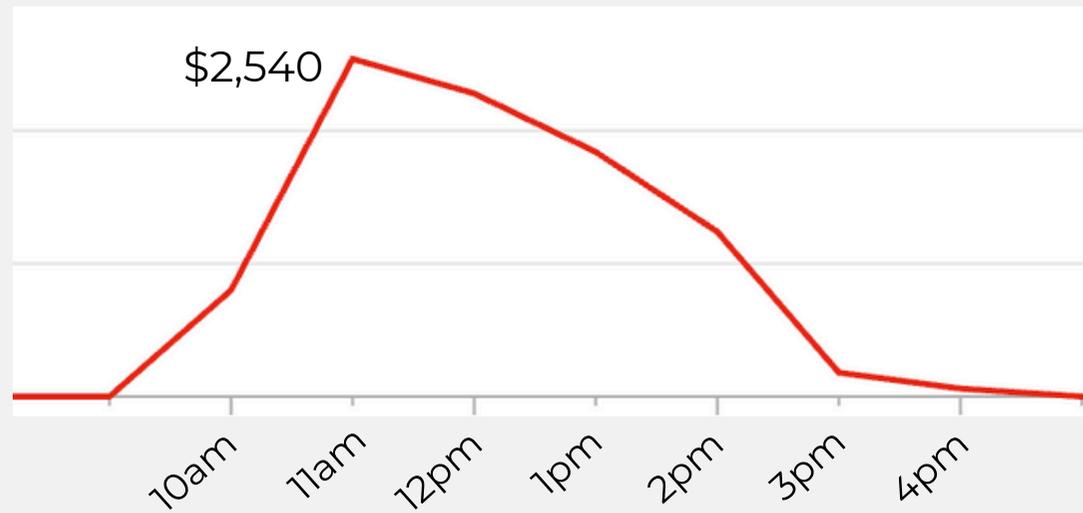
2023 = 1,439

Sat & Sun Ticket Sales - by Time

Saturday



Sunday



TOTAL Ticket Sales

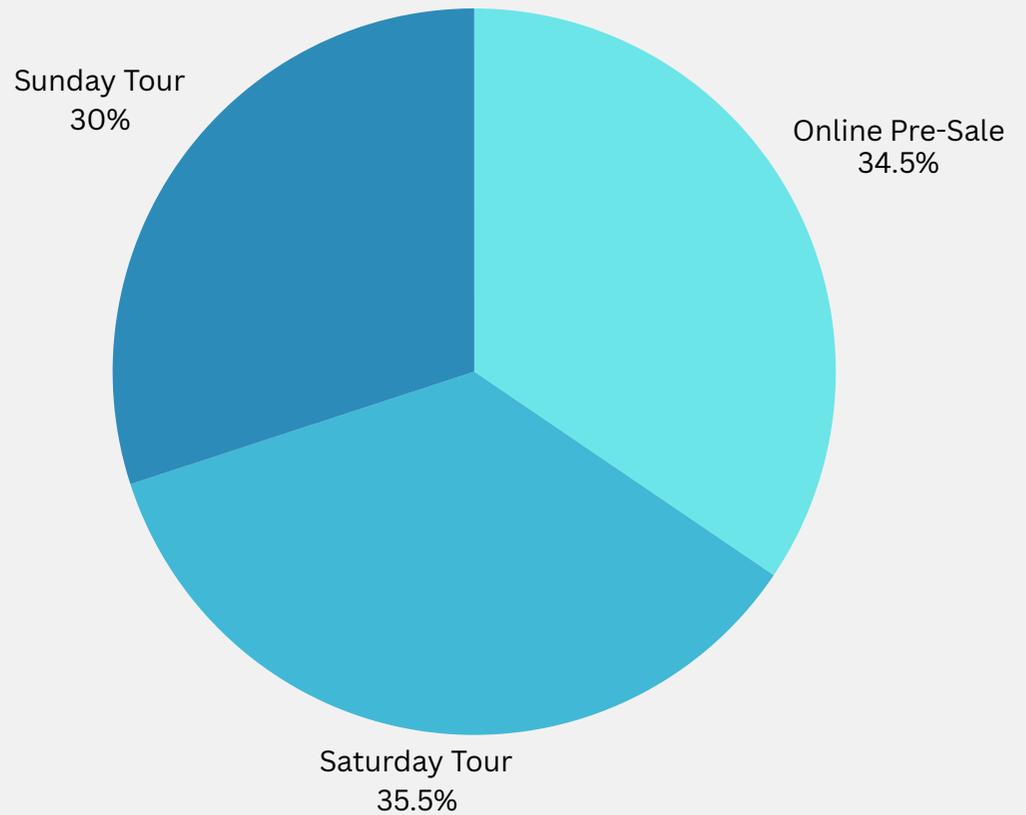
Online Presale \$12,380
Saturday Tour \$12,759
Sunday Tour \$10,779

\$35,918 TOTAL

2024 = \$42,752

2023 = \$42,681

1,954 tickets sold



TOTAL Attendees



714 Online ticket buyers who checked in Sat or Sun

177 Docents

191 House Captains, Homeowners, & Sponsors

18 Committee Members

1195 Tickets sold Sat and Sun

9 Other

2,304

Total Attendees (estimate)

Other Numbers



Scavenger Hunt

75 handed out
(58 were in pouches w/candy)

Brochures & Tickets

1,586 brochures handed out
~ 2,343 tickets handed out

**69% of tour-goers took a
brochure**

Expenses & Profit

Income: **\$61,717**

Expenses: **\$23,149**

\$38,568

NET PROFIT

2024 = \$46,852

2023 = \$41,280



Post-Tour Survey

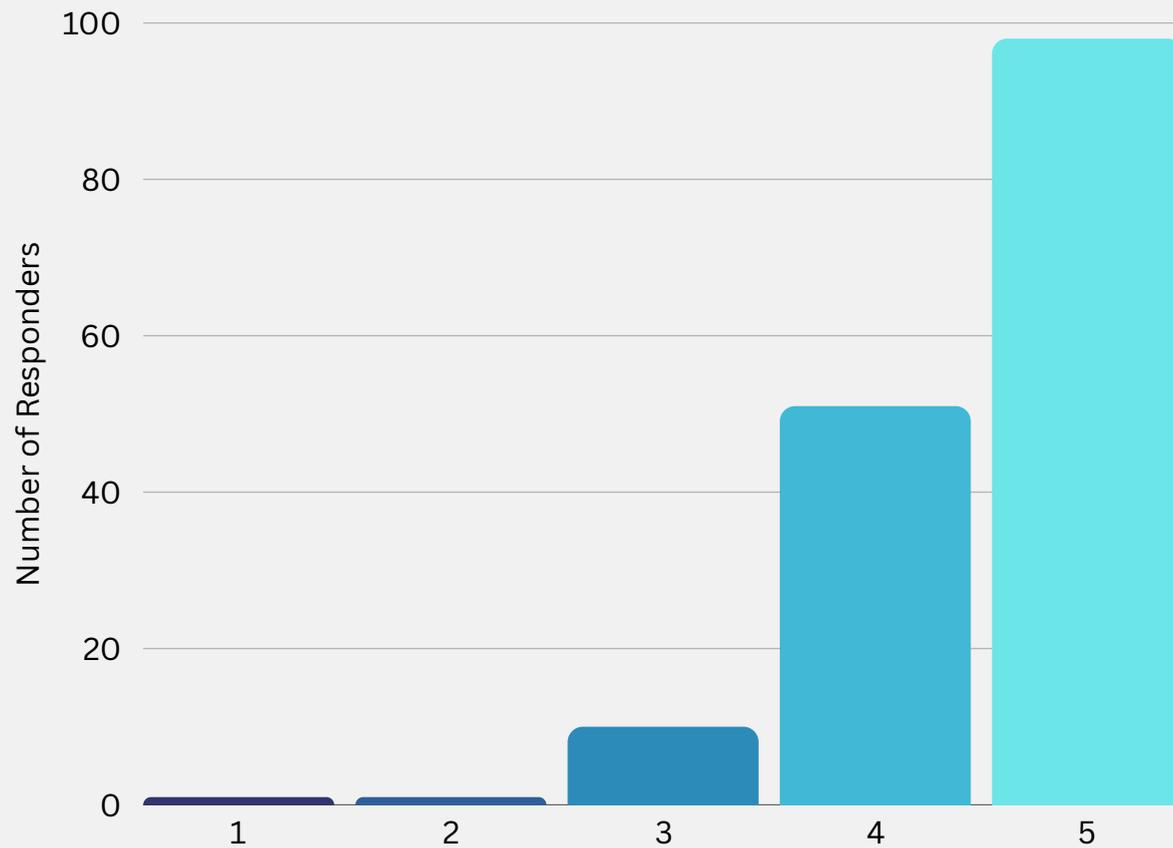
Surveyed 163 Tour Attendees...

83% of past attendees said this year was the same or better than previous years

92% of first time attendees said they would come again

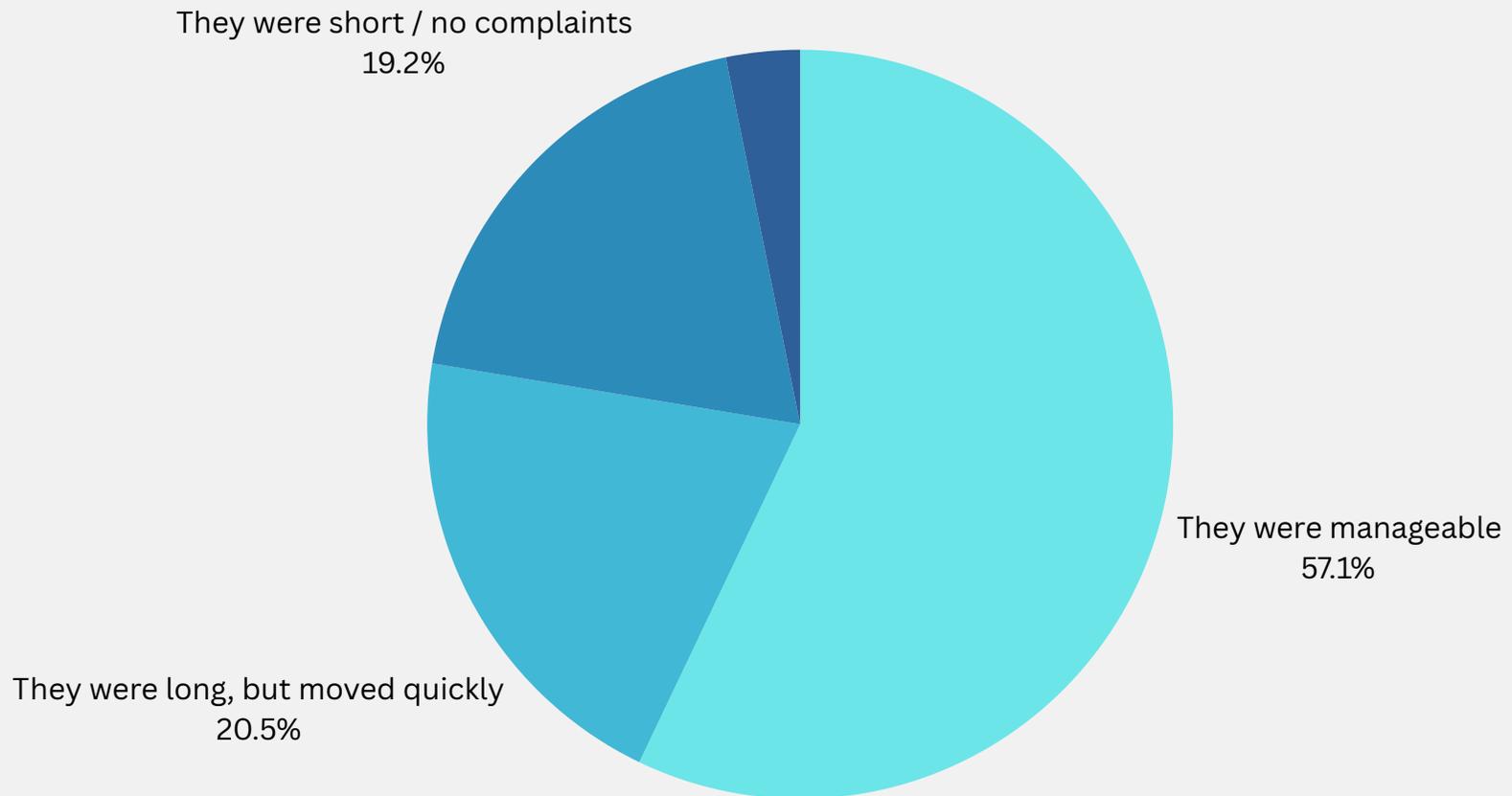
Post-Tour Survey

On a scale of 1 to 5, how would you rate this year's Home & Garden Tour?



Post-Tour Survey

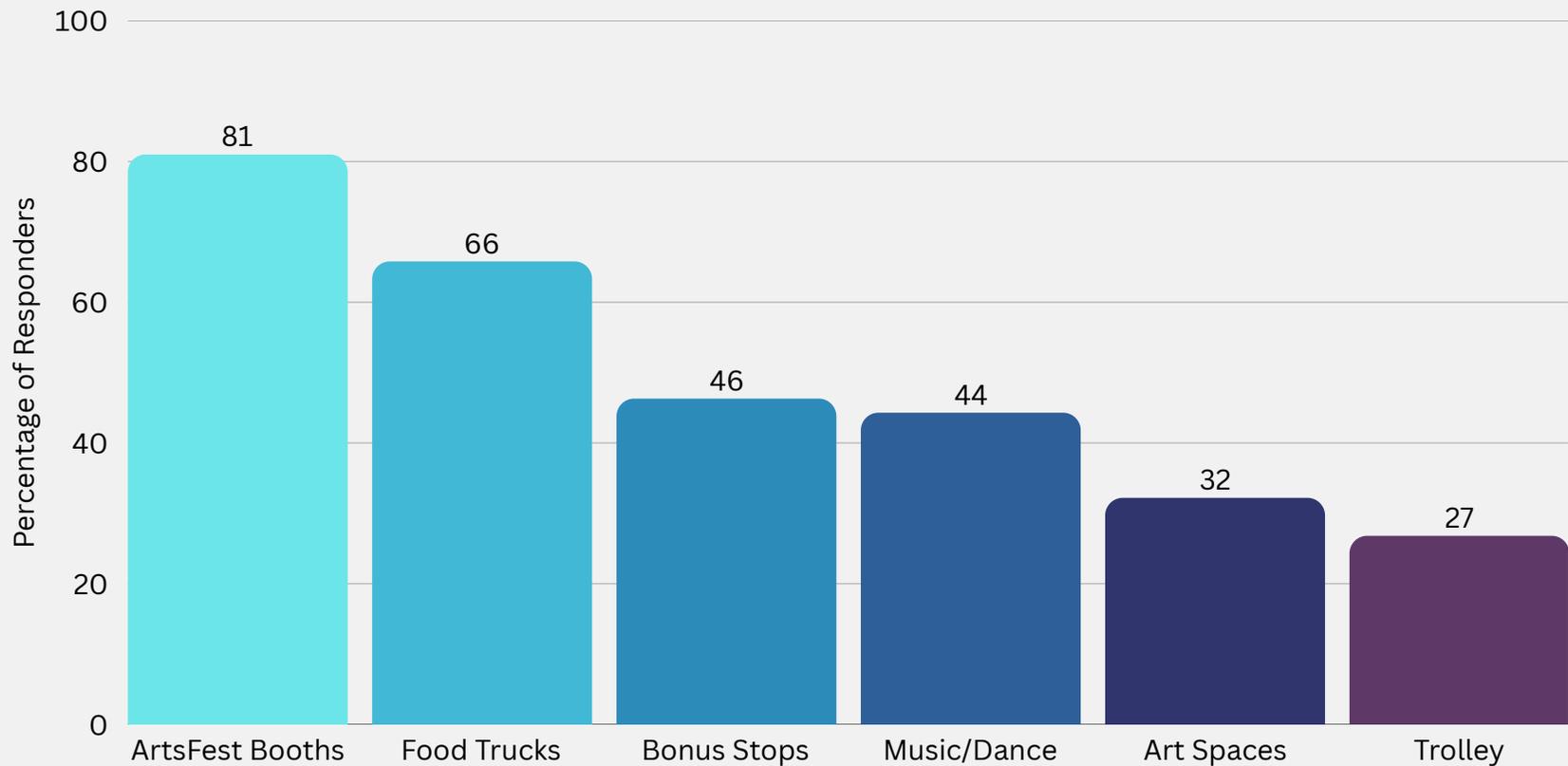
How did you feel about your wait times to get into homes?



Post-Tour Survey

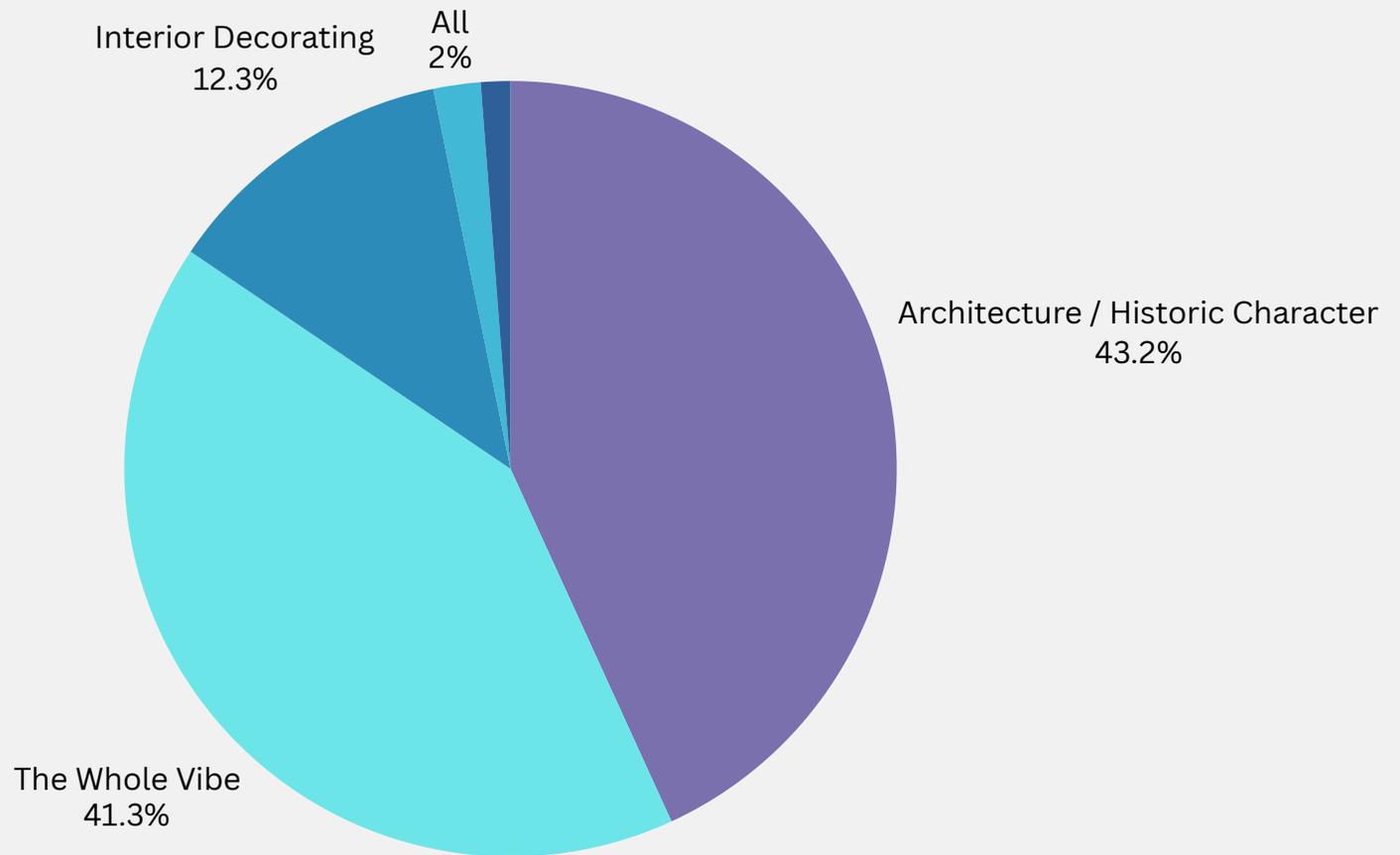
Aside from the 9 tour stops, which of the things below did you utilize/visit?

(select all that apply)



Post-Tour Survey

What is your favorite thing about the Home & Garden Tour?



Post-Tour Survey

General Comments / Complaints

- 8 people - **too many one-story homes** (2nd floor closed)
- 6 people - **the homes were too modern***
- 4 people - want to see even **more booths at ArtsFest**
- 3 people - want even **more homes on the tour**

***Important note:** *when asked which tour stop was their favorite, 1/3 of all respondents said 914 W. Wayne (which was completely renovated inside)*

Post-Tour Survey

70+ comments of positive feedback!

Keep up the great work with this event! It is absolutely amazing and we really love living in the neighborhood and bringing all of our friends & family to it!

Never stop having this!!!!!!!

Thanks for another great year!

So fun! See you next year!

Keep doing what you do!

I had an amazing experience touring and volunteering! It was so much fun and I loved seeing all the historic homes.

Love this event!!

Thank you for doing this.

Keep it going. We love it!

We love the walk, thanks!!

Great job!!!!

I can't wait until next year!

I love coming to the home tour every year

Thanks to the generous homeowners for sharing!

THANK YOU!

For whatever part you played,
big or small, to ensure this year
was a success!

