

## Meeting Schedule: 2025 DRAFT

### TOURISM DEVELOPMENT AUTHORITY

Meetings start at 5:30 p.m. in the Board Meeting Room of the Town Hall Annex, 105 E. Corbin St., unless otherwise noted.

Times, dates and locations are subject to change.

#### Regular meetings

Regular meetings typically occur quarterly on the third Wednesday of the month but may vary.

Feb. 12

April 16

Aug. 20

Nov. 19

#### Special meetings

May 21 Budget public hearing and adoption



# Hillsborough Tourism Development Authority FY25 Special Project/ Partnership Funding Request



## Organization Information

Organization Name: *Hillsborough SeaFest*

Contract Contact Person and Title: *Terry Rose, Committee President*

Contact Person Email: *terryrose@gmail.com*

Contact Person Phone: *919-667-3508*

Organization Street Address:

City: *Hillsborough*

State: *NC*

ZIP Code: *27278*

Organization's Annual Operating Budget: \$ *40,000*

Amount of TDA funding being requested: \$ *10,000*

## General Information

Outline/Overview of the requested proposal:

*Reference  
Accompanying  
Document*

Please explain how the proposal will promote tourism in Hillsborough:

*//*

## Tourism Impact

Please estimate the number of residents this proposal will serve:

Please estimate the number of tourists this proposal will bring to town:

If this proposal has been held or done before, please describe how the actual number of residents and tourists were counted (ie. registration/pre-registration, ticket sales either prior to the event or at the event gates, via turn style data, counters from volunteers, wristband tracking, counts at the site):

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Please describe how you plan to partner with local hotel/motels on this proposal:

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Please describe how you plan to partner with local business/non-profits/governments on this proposal:

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Please calculate the overall economic impact of this proposal (if applicable):

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Please outline how you plan to make this proposal financially sustainable overtime:

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# Detailed Special Project/Partnership Budget

a. Item	b. Amount Requested via Grant Funds (for each item)	c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
		Amount	Source	
1. Radio Advertising	\$ 8,500	\$		\$
2. Social Media Adv.	\$ 1,500	\$		\$
3.	\$	\$		\$
4.	\$	\$		\$
5.	\$	\$		\$
6.	\$	\$		\$
7.	\$	\$		\$
8.	\$	\$		\$
9.	\$	\$		\$
10.	\$	\$		\$
11.	\$	\$		\$
12.	\$	\$		\$
13.	\$	\$		\$
14.	\$	\$		\$
15.	\$	\$		\$
16.	\$	\$		\$
17.	\$	\$		
<b>TOTALS</b> (sum of each column)	\$	\$		\$

\*\* PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET \*\*

Total Project Funding Requested from TDA \$ 10,000

Percentage of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): N/A %

Dollar amount of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): N/A \$

☒ Check this box acknowledging that all funds must be used for the program/event as outlined in the budget and that the tourism logo and tourism partnership should be acknowledged and displayed on all promotional materials (flyers, tshirts, banners, social media posts) where other sponsors are listed or promoted.

11/8/2024  
Date

Kevin McKeon  
Signature & Printed Name

Terry Rose  
Terry Rose

### **Outline/Overview of the Requested Proposal:**

We are requesting a \$10,000 grant from the Hillsborough Tourism Development Authority to help fund the inaugural Hillsborough SeaFest, a seafood and music festival we are bringing to town on May 16<sup>th</sup> and 17<sup>th</sup> 2025. This event will serve as both a cultural celebration and a key driver of local tourism and economic activity. The festival will feature live musical performances, unique entertainment experiences, including an exciting dog show and a strong focus on community engagement.

Our goal is to create an event that not only attracts surrounding visitors from the greater Triangle area? incentivizing them to come to Hillsborough but also enticing our beloved community to mix, mingle and enjoy. The widespread attraction will enhance the visibility of local businesses and support a worthy cause. We are partnering with **Meals On Wheels Orange County NC** as the non-profit beneficiary of the festival, with all proceeds from the event going toward their efforts to provide nutritious meals to individuals and families in need in our community.

One of our key missions is to ensure local businesses benefit from increased foot traffic and revenue. We are already collaborating closely with small business owners on vendor opportunities, cross-promotional campaigns, and listening closely to how we can best help while sharing our vision of the festival. Within the festival itself, we will have designated key areas for local products and services. We will also work with local hotels and inns to offer exclusive festival packages, discounts, and more, ensuring that visitors extend their stays overnight, contributing back into the hospitality sector of Hillsborough and to both bolster and parallel the Tourism Development Authority's initiative of promoting tourism and travel in town.

### **How the Proposal Will Promote Tourism in Hillsborough (Plan to draw a crowd of 10,000 people:**

The music festival will serve as a major draw for visitors both locally and regionally, offering a unique experience that will showcase the charm and culture of Hillsborough. By featuring a variety of live performances, entertainment spectacles, and exclusive festival sponsorship packages with local hotels and inns, we will attract attendees who will explore the town, stay overnight, and contribute to the local economy. Our goal is to draw folks from all walks of life for a unique, memorable, and positive SeaFest experience and enjoy all there is to offer for tourism in Hillsborough. Once they are here, we know they will love it as much as we do and will eat, shop, and stay in town for years to come.

In addition, we will implement a targeted marketing campaign to promote the festival across North Carolina and surrounding states, positioning Hillsborough as a vibrant destination for arts and entertainment. The festival's partnership with local businesses will also encourage attendees to explore the town's offerings, creating a holistic experience that increases Hillsborough's visibility as a tourist destination.

### **Impact on local hotels/inns:**

We plan to partner with local hotels and inns by offering special discount rates for festival attendees, encouraging extended stays in Hillsborough with even greater offers for longer stays. Additionally, we will collaborate with these establishments to promote exclusive festival packages, including meal tickets, beverages, and events hosted by each establishment. This partnership will enhance the overall visitor experience while generating increased revenue for local businesses. Our goal is to have businesses see an average of 80% increase in business revenue over that two-day time frame.

### **Impact on local businesses and non-profit organizations:**

We are partnering with Meals On Wheels Orange County NC as the non-profit beneficiary of the festival, with proceeds helping to support their mission in the community. Additionally, we aim to drive foot traffic directly to these businesses and help them capitalize on the influx of visitors. We will have conversations with each business we partner with to ensure any language we promote is consistent with their business flow/needs to maximize a helpful and productive increase for each of them as independent entities with unique needs. We will also coordinate with local government and business associations to ensure the festival aligns with community goals and contributes positively to the local economy, rather than disrupting it.

### **Ensuring financial sustainability over time:**

To ensure the long-term financial sustainability of the festival, we plan to implement a multi-tiered revenue generation strategy that focuses on diversified funding sources and continuous growth. This strategy includes the following key components:

1. **Sponsorship Development:** We will build strong partnerships with corporate sponsors, offering tiered sponsorship packages that provide high-value brand visibility and engagement opportunities. This will ensure a steady influx of funding from regional and national companies, as well as local businesses.
2. **Ticket Sales & VIP Experiences:** Our pricing model will include seafood ticket sales to secure early revenue and premium ticket options such as VIP experiences with the assistance of our close partner and a local historic establishment, The Colonial Inn, which will attract higher-paying attendees and generate incremental revenue. As the festival gains recognition, we anticipate the demand for these premium experiences will grow year over year.
3. **Vendor & Merchandising Revenue:** By offering vendor opportunities to local businesses, food trucks, and artisans, we will not only support the local economy but also create an additional revenue stream. We also plan to launch a festival-branded merchandise line, adding another layer of income.
4. **Grant & Foundation Support:** In addition to this initial request, we will pursue ongoing grant opportunities and foundation support to help cover operating costs and consistently increase the quality of the festival's entertainment.
5. **Long-Term Partnerships & Community Engagement:** By collaborating with local non-profits like Meals On Wheels Orange County NC, and engaging the broader community through volunteer programs, we aim to build a festival that the local community continues to invest in. This community buy-in will be vital for long-term success.
6. **Controlled Growth:** Our approach is to scale the festival responsibly, ensuring it grows in a way that benefits both the community and our non-profit partner, Meals On Wheels Orange County NC. Rather than reinvesting leftover funds, we will prioritize maximizing donations to the non-profit each year. To support this, we will focus on securing additional sponsorships and refining operational efficiencies to keep costs manageable, allowing more proceeds to be

directed toward our charitable goals. This structure will allow the festival to remain financially stable while increasing its impact year after year.