

Agenda

Tourism Board Budget Public Hearing Meeting

5:30 PM June 2, 2025

Board Conference Room, Town Hall Annex, 105 E. Corbin St.



1. **Call to order**
2. **Agenda changes and approval**
3. **Minutes**
 - A. February 3, 2025
 - B. December 2, 2024
4. **Discussion/Action Items**
 - A. FY 25 End of Year Budget Adjustments
 - B. FY 26 Budget Public Hearing
 - Draft FY26 Budget
 - Contract Partner Responses/Budgets for FY26 (continued discussion/review, if needed)
 - FY26 Grant Projects and Scoring
5. **Staff updates**
6. **Board updates**
7. **Adjournment**

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Minutes

TOURISM BOARD

Regular meeting

5:30 p.m. February 3, 2025

Board Meeting Room of Town Hall Annex, 105 E. Corbin St.



Present: Chair Victoria Pace, Vice Chair Megan Kimball,
Rainbow Cabbage, Barney Caton, Scott Czechlewski,
and Eryk Pruitt

Absent: Smita Patel, Meaghun Darab

Staff: Planning and Economic Development Manager Shannan Campbell

1. Call to order

Chair Victoria Pace called the meeting to order at 5:30 p.m.

2. Agenda changes and approval

Pace asked if there were any agenda changes. Shannan Campbell requested an addition as item 4.b to verify reappointments for a few board members.

Motion: Pace moved to approve the agenda as amended. Member Eryk Pruitt seconded.

Vote: 8-0.

3. Presentations

Contract partner quarterly reports

A. Alliance for Historic Hillsborough (Visitors Center)

Amanda Boyd from the Alliance presented their Q2 updates. She reported strong visitor numbers for November and December. The Alliance held several events, including spirits tours which sold 199 tickets, and Pictures with Santa at the Dixon House which welcomed 528 people. They also supported community events like the Downtown Trick or Treat, Shop Small Saturday, and the Gingerbread House Tour.

Boyd discussed upcoming events, including Rev. War Day, for which they applied for a North Carolina A250 grant to expand the event in collaboration with partners like the Burwell School and Orange County History Museum. She also mentioned the May Preservation Tour, which will include new partners and offer free market activities at the Dickson House.

Regarding marketing efforts, Boyd presented social media statistics, highlighting improved reach on Instagram compared to Facebook. She noted successful collaborations with micro-influencers and Discover Carolinas, which resulted in increased engagement. The Alliance also invested in print advertising in various publications.

Boyd concluded by discussing heritage education efforts and guided tours, emphasizing their impact on downtown visitation.

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B. Burwell School Visitor Services

Emma Vadney presented updates for the Burwell School. She recapped Q1 events, including research-focused events, a star party, and their fall festival which attracted nearly 400 attendees.

For Q2, Emma reported on several events:

- Halloween at Burwell, featuring kids' crafts and costumed house tours
- A book reading event in November
- Participation in the holiday parade in December, selling hot cocoa and cookies

Vadney also discussed new holiday tours offered at the Burwell School, which attracted about 70 visitors. She presented visitor statistics, noting that 75% of guests were from outside Orange County.

Other updates included progress on their comic book project, work on the brick schoolhouse, and upcoming events such as a talk by Judge Beverly Scarlett and their Mardi Gras-themed auction on March 1st.

C. Hillsborough Arts Council Events/Visitor Services

Heather Tatreau presented for the Hillsborough Arts Council, introducing their new board chair, Julia Workman. She reported on volunteer hours and provided an overview of Q2 programming, including Last Fridays art walks in October and November, and the Solstice Lantern Walk in December.

Tatreau detailed the success of the October Last Friday event, which had an estimated 2,500 attendees and featured various activities. She also discussed the Solstice Lantern Walk, which saw record attendance of around 6,000 people. Heather highlighted improvements made to the event, including increased donations, new marketing opportunities, and enhancements to the river walk experience.

Tatreau presented the budget for these events, noting that while the Solstice Lantern Walk generates revenue, the Last Fridays events do not have a direct monetization component. She explained that changes in grant funding have created a shortfall for the Last Fridays program, which they are working to address through increased fundraising efforts and potential program adjustments.

Motion: Cabbage moved to amend the Hillsborough Arts Council budget by adding \$19,866. Member Barney Caton seconded.

Vote: 8-0.

D. Orange County Historical Museum

Catie Atkinson presented for the Orange County History Museum. She reported a total of 1,283 visitors served, including on-site visitors, program attendees, and students on field trips. Catie highlighted the closure of their 2024 special exhibit, which had a holiday makeover in December.

She discussed successful events such as the Hammer of the Scots Cabaret and Theater event, which raised over \$4,000 for the museum, and a historic cocktail tasting event with Yonder. Atkinson also mentioned collaborations with other organizations for programs addressing racial history in Orange County.

Atkinson previewed upcoming events and exhibits, including a program on armed insurrection in North Carolina and a new special exhibit on the history of youth sports in Orange County, scheduled to open in April.

4. Discussion/Action items**A. FY24 Audit Report**

Campbell presented the FY24 audit report. She noted that the audit findings were good, with no unaccounted for monies. The unassigned fund balance (savings account) was reported at \$438,000. Campbell mentioned that while they overspent their budget, they made it up in revenues for that year. The net position of the board grew compared to the previous year.

There was a discussion about the possibility of investing the fund balance, with Pruitt pointing out that at a 4% APY, it could earn about \$1,400 per month. Campbell agreed to inquire with the finance director about investment options for public funds. She said public funds couldn't be invested the same way private ones could, but she wasn't sure exactly what the laws were.

B. Reappointments of Eryk Pruitt, Scott Czechlewski, Rainbow Cabbage, and Smita Patel

Campbell explained that these members' terms were coming up. All members expressed a desire to be re-appointed. Campbell indicated that she would check with Patel to make sure they also wanted to be reappointed.

5. Monthly reports and comments

FY25 F&B Report (In-Progress)

Campbell presented the in-progress FY25 Food & Beverage tax report. Initially, there was confusion about the numbers presented, as they appeared to show a decrease. However, upon closer inspection, it was determined that the percentages were inverted, and the board was up by approximately \$9,000 compared to the previous year. Campbell agreed to correct and resend the report.

Member Cabbage indicated that she thought that more visitor materials like maps and brochures should be in more locations around town. She also suggested that the Visitors Center maybe could be combined with the Hillsborough Arts Council's Gallery and Gift Shop. She explained that she wondered if there could be cost savings combining contract partners. She said that she did not like the location of the visitors center because it was not central and the signage wasn't great.

Member Kimball explained that the Visitors Center being located inside the historic Alexander Dickson House was special because the house had significance and the grounds can support events like Revolutionary War Day, concerts, etc. Member Pruitt agreed and said he likes the location because people can park easily come in and ask where to eat and then walk to dining, bars, and shopping.

Member Czechlewski explained that some businesses will allow you to put maps and things in their location but some may not want it. Campbell said there was a push to get maps in more locations a few years ago and that was her experience. She said she would talk with Visitors Center staff on doing another push for materials.

6. Adjournment

Motion: Pace adjourned the meeting at 7:13 pm.

Respectfully submitted,

Dakotah Kimbrough
Planning Technician
Staff support to the Hillsborough Tourism Board

Approved: Month X, 202X

Minutes

TOURISM BOARD

Regular meeting

5:30 p.m. December 2, 2024

Board Meeting Room of Town Hall Annex, 105 E. Corbin St.



Present: Vice Chair Megan Kimball, Rainbow Cabbage, Barney Caton, Meaghun Darab, Scott Czechlewski, and Eryk Pruitt

Absent: Smita Patel, Victoria Pace

Staff: Planning and Economic Development Manager Shannan Campbell

1. Call to order

Vice Chair Megan Kimball called the meeting to order at 5:31 p.m and noted that Chair Victoria Pace was absent and she would be Chair for this meeting.

2. Agenda changes and approval

Kimball asked if anyone had any changes to the agenda. Seeing none, she called for a motion to approve the agenda.

Motion: Member Meaghun Darab moved to approve the agenda. Member Barney Caton seconded.
Vote: 6-0.

3. Minutes review and approval

Kimball asked for any comments or changes to the minutes. Seeing none, she called for a motion to approve the minutes.

Motion: Darab moved approval of the June 3, 2024 minutes as submitted. Caton seconded.
Vote: 6-0.

4. Presentations

A. Contract partner quarterly reports

1. Alliance for Historic Hillsborough (Visitors Center)

Amanda Boyd presented the Alliance's Q1 report. She provided a handout with visitor numbers for July, August, and September, noting a bump in September due to the Outlandish Hillsborough Scottish Festival.

Boyd discussed the tours conducted during the quarter, including collaborations with Ayr Mount and Moorefields, which sold out. She also mentioned historical walking tours and a Revolutionary War tour.

Events highlighted included the Friday Night Ceilidh and the Outlandish Hillsborough Scottish Festival. The Ceilidh, sponsored by North Carolina's A250 initiative, attracted 450-500 people despite weather challenges.

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The Scottish Festival met its sustainability goal with over 4,000 attendees, surpassing the 2019 event's numbers.

Boyd reported on Visit Hillsborough marketing efforts, noting growth in social media following and website users. She also mentioned increased outreach from potential collaborators.

Other initiatives discussed included:

- Heritage education efforts, including work on the Replica Village with new interpretive signage and a brochure.
- The "Telling the Full Story" project, an interpretive map featuring Black and Indigenous stories, which received additional funding for expansion from an outside grant.
- Community projects, including increased field trips and a partnership with the Orange County News to digitize their collection.
- The November 30th tree lighting event, which was reported as a success with 528 visitors to the center and an estimated 175 attendees at the tree lighting.

2. Burwell School Visitor Services

Emma Vadney presented the Burwell School's Q1 report. She highlighted four events held during the quarter:

- A talk by Burwell School Commissioner Rodney Mayo about his ancestor who worked at the Burwell School.
 - A star party in August, which had to be rescheduled due to a tropical storm, held in collaboration with in collaboration with Whit's Frozen Custard and the Chapel Hill Astronomy Society.
 - A lecture by research committee members about teachers at the Burwell School.
- The fall festival in September, which saw about 400 attendees, doubling the previous year's attendance.

Vadney reported over 1,000 visitors for the quarter, with 690 in September alone. She noted a 50% increase in visitor numbers for their 2023-2024 annual report period compared to the previous year.

Other updates included:

- Ongoing display of the 2024 special exhibit "Working for a Living: A History of Trades in Orange County."
- Receiving a federal grant from the Institute of Museum and Library Sciences to fund the production of four historic comic books.
- Grounds improvements funded by a grant from the Hillsborough Garden Club and restoration work on the brick schoolhouse.

Upcoming events mentioned included holiday tours in December and a bourbon tasting fundraiser in January.

3. Hillsborough Arts Council Events/Visitor Services

Heather Tatreau presented the Hillsborough Arts Council's Q1 report. She reported on staffing changes, including the addition of a part-time staff member and an expansion of their internship program to four interns. The council had over 100 volunteers contributing more than 1,000 volunteer hours in the quarter.

Tatreau discussed the Last Fridays and Art Walk events, which featured live local musicians, a maker's market, puppet shows, and free art tables. Despite two of the three events being rained out, they estimated about 4,000 attendees for the quarter. She also mentioned collaborations with Living Arts Collective for events in River Park and partnerships with 24 local businesses for the Art Walk.

The gallery and gift shop generated over \$12,000 in direct artist income, showcasing 65 local artists. They reported 2,700 visitors to the gift shop, with 68% from outside Hillsborough and 54% from outside Orange County.

Marketing efforts were highlighted, including promoting other local art events and creating a "choose your own adventure" menu for Last Fridays. Tatreau also mentioned their partnership with Triangle Artworks for a Happy Hour event in Hillsborough, and discussed the Solstice Lantern Walk, for which safety and accessibility improvements were being implemented.

4. Orange County Historical Museum

Catie Atkinson presented the Orange County Historical Museum's Q1 report. She reported 1,073 total visitors served for the quarter, including 683 on-site visitors, 330 engaged through programs and events, and 60 from field trips.

Atkinson highlighted two major programs:

- The launch of the Churton Street mapping website on July 10th, which maps businesses in the main section of Churton Street from Hillsborough's beginning to the present.
- A dinner theater fundraising event in September and October, which also served as a book launch for their exhibiting programs coordinator.

She also mentioned the museum's participation in the Outlandish Hillsborough event, where they had a table offering crafts and giving away hats.

Other activities included speaking engagements by staff member Courtney at various locations and the development of new educational activities for field trips.

Upcoming events mentioned included a holiday party and a new special exhibit on youth sports in Orange County opening in April.

5. Discussion/Action items

A. 2025 Tourism Board Regular Meeting Schedule Review/Adoption

Shannan Campbell presented the proposed meeting schedule for 2025. After discussion, the board agreed to move the April 7th meeting to April 14th due to a conflict with the Visit NC conference. The September meeting was moved from September 2nd to September 3rd to avoid the Labor Day holiday.

Motion: Czechlewski moved to approve the 2025 meeting schedule. Cabbage seconded.

Vote: 6-0.

B. VisitNC365 Conference Attendance

Campbell informed the board about the VisitNC 365 Conference in Hickory from April 6-8, 2025. She explained that the board has a budget to send a couple of members, with an estimated cost of \$1,200 per person. This includes registration, per diem meals, mileage, and hotel accommodations.

Several board members expressed interest in attending, including Eryk Pruitt and Rainbow Cabbage. Caton suggested prioritizing the chair and co-chair if they haven't attended before. Member Victoria Pace mentioned it might be challenging for her to attend on those dates. The board agreed to consider the options and make a decision later.

C. Upcoming Board Vacancy

Campbell informed the board about an upcoming vacancy for a food and beverage taxpayer seat. She asked board members to refer potential candidates to her. The board discussed various local food and beverage businesses that might be good candidates, including Samantha's Pupusas, Big Bob's City Grill, Village Diner,

and several others. Campbell agreed to reach out to some of these businesses and encouraged board members to promote the opportunity as a fun, engaging civic position.

6. Monthly reports and comments

A. FY24 Final and FY25 In-progress F&B Tax Reports

Campbell provided an update on the food and beverage tax reports. She noted a change in how the town's finance department is deducting their 6% fee for collection and enforcement, which is now being taken monthly instead of at the end of the fiscal year. This change affects the year-to-year comparison between FY24 and FY25. Campbell also mentioned that September showed a 13% increase, possibly due to the Outlandish event, and went on to express concern about potential decreases in December due to cold weather affecting business.

7. Adjournment

Motion: Kimball adjourned the meeting at 6:46 pm.

Respectfully submitted,

Dakotah Kimbrough
Planning Technician
Staff support to the Hillsborough Tourism Board

Approved: Month X, 202X

Budget Adjustment Report

Adjustment Detail

For Date Range: 06/10/2025 - 06/10/2025

| Account Number | Account Name | | | Original Budget | Budget Adjustments | Current Budget |
|--|---|---------------|------------|-----------------|--------------------|----------------|
| Adjustment Number | Adjustment Description | Packet Number | Post Date | | Amount | |
| Budget Code: 2024-2025 - Budget 2024-2025 Fiscal: 2024-2025 | | | | | | |
| Fund: 74 - TOURISM BOARD | | | | | | |
| Revenue | | | | | | |
| 74-00-3900-3900000 | FUND BALANCE APPROPRIATION | | | -84,151.00 | -26,000.00 | -110,151.00 |
| BA0000009 | FY24 Contract with Town of Hillsborough | GLPKT00115 | 06/10/2025 | | -26,000.00 | |
| Revenue Total: | | | | -84,151.00 | -26,000.00 | -110,151.00 |
| Expense | | | | | | |
| 74-51-6250-5300497 | CS - TOWN OF HILLSBOROUGH | | | 26,000.00 | 26,000.00 | 52,000.00 |
| BA0000009 | FY24 Contract with Town of Hillsborough | GLPKT00115 | 06/10/2025 | | 26,000.00 | |
| Expense Total: | | | | 26,000.00 | 26,000.00 | 52,000.00 |
| Fund 74 Total: | | | | -58,151.00 | 0.00 | -58,151.00 |
| Budget Code 2024-2025 Total: | | | | -58,151.00 | 0.00 | -58,151.00 |

Description

Fund Summary

| Description | Fund | Original Budget | Budget Adjustments | Current Budget |
|---|------|-----------------|--------------------|----------------|
| Budget Code: 2024-2025 - Budget 2024-2025 Fiscal: 2024-2025 | | | | |
| | 74 | -58,151.00 | 0.00 | -58,151.00 |
| Budget Code 2024-2025 Total: | | -58,151.00 | 0.00 | -58,151.00 |



ORDINANCE

Tourism Board Budget

FY2025-26

The Hillsborough Board of Commissioners ordains that the following budget ordinance is hereby adopted:

Section 1. Tourism Board Fund:

It is estimated that the following revenues will be available for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

| | |
|----------------------------|---------------|
| Food & Beverage Tax | 485,000 |
| Fund Balance Appropriation | <u>84,151</u> |
| TOTAL | \$569,151 |

The following amounts are hereby appropriated for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026 in accordance with the Chart of Accounts heretofore established for the Tourism Board:

| | |
|---------------|------------------|
| Tourism Board | <u>\$569,151</u> |
| TOTAL | \$569,151 |

Section 2. The Town of Hillsborough will collect a Food & Beverage Tax and distribute the funds to the Tourism Board to fund its operations. These funds are listed as "Food & Beverage Tax" revenues in Section I of the ordinance.

Section 3. Operating funds encumbered on the financial records as of June 30, 2025, are hereby re-appropriated to this budget.

Section 4. Copies of this ordinance should be furnished to the clerk, budget officer and finance officer to be kept on file by them for their direction in carrying out this budget.

The foregoing ordinance having been submitted to a vote, received the following vote and was duly adopted this 9th day of June in 2025.

Ayes:

Noes:

Absent or excused:

Victoria Pace, Tourism Board Chair

Mark Bell, Mayor

Sarah E. Kimrey, Town Clerk

Hillsborough Tourism Board

FY26 -Draft Budget Report

Fund Balace (FY23-24): \$438,079

Tourism Board

| | | FY24 Budget | FY25 Budget | FY26 Draft Budget |
|------------------------|--|-------------|-------------|-------------------|
| Revenues | F&B TAX | 425,000 | 485,000 | 485,000 |
| Expenses | C.S./VISITORS CENTER (ALLIANCE) | 229,170 | 250,676 | 266,304 |
| Expenses | C.S./OTHER | 179,600 | 185,700 | 209,100 |
| | Burwell School Visitor Services \$85,000 (FY24) | | 70,000 | 65,000 |
| | OCHM Visitor Services \$56,100 (FY24) | | 57,600 | 59,500 |
| | HAC Events & Visitor Services \$28,500 (FY24) | | 43,500 | 70,000 |
| | Holiday Parade \$10,000(FY24) | | 10,000 | 10,000 |
| | Holiday Tree Lighting/Shop Small Saturday (new for FY25) \$4,600 | | 4,600 | 4,600 |
| Expenses | C.S./TOWN OF HILLSBOROUGH | 26,000 | 26,000 | 26,000 |
| Expenses | 6% TOWN TAX ADMIN FEE | 25,500 | 29,100 | 29,100 |
| Expenses | MISCELLANEOUS | 3,000 | 3,000 | 3,000 |
| Expenses | GRANTS EXPENSE | 13,500 | 38,000 | 20,000 |
| | HAC Solstice Lantern Walk (\$10,000- FY24) | | | |
| | Historic Eagle Lodge (\$3,500- FY24) | | | |
| Expenses | SPECIAL PROJECTS/PARTNERSHIPS | | | 6,000 |
| | BioDock Project (FY20) \$3,500 | Unassigned | 0 | 0 |
| | Revolutionary War Interpretive Sign (2) | 0 | 6,000 | 6,000 |
| | Kayak Rental Pilot Program | 0 | 9,000 | 0 |
| | Parking Study Cost Share | 0 | 2,500 | 0 |
| Expenses | AUDIT FEES | 10,500 | 10,500 | 8,000 |
| Expenses | DATA PROCESSING SERVICES | 4,500 | 4,500 | 4,500 |
| Expenses | TRAINING/CONF./CONV. | 2,500 | 2,500 | 2,500 |
| Expenses | INSURANCE | 980 | 1200 | 1,250 |
| Expenses | ATTORNEY FEES | 300 | 200 | 200 |
| Expenses | ADVERTISING | 275 | 275 | 300 |
| Total Expenses | | 495,825 | 569,151 | 576,254 |
| Revenues Less Expenses | | (70,824.98) | (84,151.00) | (91,254.00) |



STAFF REPORT
Hillsborough Tourism Board
June 2, 2025

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: FY 2026 Draft Budget for public hearing

Attachments:

1. Full contract documents in a previous packet here:
<https://mccmeetings.blob.core.usgovcloudapi.net/hillsbronc-pubu/MEET-Packet-f41f85df0a6f42a1b44f68cf8717570d.pdf>

Background:

The Tourism Program has contracted with local organizations since FY17 to provide visitor services, operations of historic sites, and to put on annual events. Going to contracted services was in lieu of having every regularly funded partner competing for grants every year.

The Tourism Program also funds grants every year.

Summary, key points, and questions:

Alliance/Visitor's Center Summary

- The Alliance has modified their original contract budget from \$285,726 to \$266,304, a \$21,722 dollar reduction in the initial request, per guidance at the May Tourism Board Meeting. The new budget includes the price for r
- The Alliance originally asked for \$285,726 in FY26, a \$35,050 increase over the FY25 contract amount of \$250,676. Budget Justification Forms are included explaining expanded needs in the following budget lines:
 - Personnel (cost of living adjustment) \$4,451
 - Marketing (increased cost and more ads for marketing) \$5,000
 - Capital Improvements (construction of a storage shed for event supplies) \$20,000 and (Transportation Services for large events/shuttle service) \$9,500

Burwell School Summary

- Burwell School has modified their original contract budget of \$70,000 to \$65,000. They did not provide any updates to the contract scope of work response.
- Burwell school originally asked for no increases over the previous fiscal year.

Hillsborough Arts Council:

- HAC has modified their original contract budget from \$75,000 to \$70,000, per guidance at the May Tourism Board Meeting. The new budget and updated narrative cut \$5,000 from Last Fridays/Art Walk.
- HAC originally asked for \$75,000 in FY26, a \$31,440 increase over the initial FY25 contract amount of \$43,500, but a \$11,500 increase over the amended contract amount in FY25 of \$63,500 (the HAC asked for a \$20,000 mid-year budget increase). Budget Justification Forms are included explaining expanded needs in the following budget lines:
 - Personnel (payroll, administration, overhead- LFAW) \$31,500
 - Personnel (payroll, administration) and Supplies (lantern kits, luminaries, etc) \$5,000 to support expanding the event into West Hillsborough with multiple entry/exit points on the route

Orange County Historical Museum

- There was no direction or changes asked to this partner at the May meeting.
- Orange County Historical Museum is asking for \$59,500 in FY26, a \$1,900 increase over the FY25 contract amount of \$57,600. A budget justification form is included explaining needs in the following budget lines:
 - Personnel (cost of living adjustment) \$1,900

Chamber of Commerce

- There was no direction or changes asked to this partner at the May meeting.
- Chamber of Commerce is asking for no increases over the previous fiscal year.

Grants

- The TDA is interested in hearing referred grant projects, but made no commitment to funding them until the grant applicants make a presentation/ask formally to their board.

Staff recommendation and comments:

None. Staff has simplified the requests for the purposes of summary in the staff report. The board should have any additional discussion before recommending adoption of the budget to the Town Board at the June 2, 2025 meeting.



FY 2026 Contract Scope of Work Response: Hillsborough Arts Council- Visitor Services & Events

| | | |
|---|------------------------------------|-----------------|
| Organization Information | | |
| Organization Name: Hillsborough Arts Council | | |
| Contact Person and Title: Heather Tatreau, Executive Director | | |
| Contact Person Email: director@hillsboroughartscouncil.org | Contact Person Phone: 919-593-4295 | |
| Organization Street Address: 102 N Churton St | | |
| City: Hillsborough | State: NC | ZIP Code: 27278 |
| Organization's Annual Operating Budget: \$354,000 | | |
| General Contract Information | | |
| Contract Name: Hillsborough Arts Council's Last Fridays & the Art Walk, Solstice Lantern Walk, and Gallery & Gift Shop | | |
| Month(s) or Date(s) in which Proposal Project/Services will take place: JULY 1 st , 2025- JUNE 30th, 2026 <ul style="list-style-type: none"> • Last Fridays & the Art Walk: March - November each calendar year; key festival months are May-October with full performance programming and Makers Markets on the Old Courthouse Lawn • The Art Walk: Year round on the last Friday of each month • The Solstice Lantern Walk - scheduled on or near the Winter Solstice in December each year • Gallery and Gift Shop: operating 6 days per week year-round, Tues-Sun 11am-6pm with extended hours on Last Fridays and some holidays • <i>Please note: The Handmade Parade & Market occurs in even years. For 2026, we are moving the parade from the summer to the fall for cooler weather. The next HMP will be in September or October 2026, which is in FY27. Therefore, we will not be asking for HMP funding during FY26. The \$5,000 we received in FY25 will be used to prepare for the parade before this next funding cycle.</i> | | |
| Outline/Overview of Scope of Work | | |
| <i>Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q1(July-Sept):</i> | | |
| LFAW Q1: <i>Each LFAW season straddles two fiscal years, so Q1 of this program begins half way through the 2025 calendar year/LFAW season.</i> | | |
| Q1 LFAW programming will include unique, rotating entertainment, including components like: | | |

- Special exhibitions, receptions, and gallery openings at 29 participating venues on the Art Walk, including 3 venues in West Hillsborough
- A variety of live music performances at local venues around downtown and in West Hillsborough
- Makers Markets with 20+ artists & community vendors on the front of the Old Courthouse lawn
- Live on the Lawn Performance Series on the back Old Courthouse Lawn featuring live music, dance performances, comedy shows, puppetry, and a fashion show
- Showcases of poetry, prose, and spoken word in connection with the Hillsborough Poet Laureate program
- Dancewaves, participatory drumming, and family-friendly activities and crafts in River Park, in partnership with the Living Arts Collective; *However, this program element will be drastically scaled back in FY26 for cost containment.*
- Opportunities to connect and interact with nature, local history, and the arts at the Creation Station on the Lawn
- Performance and circus artists
- Community collaborations and nonprofit showcases
- HAC & LFAW info tent/tourism services booth on the Old Courthouse lawn providing one-pager itineraries, maps, and an opportunity to collect geographical data
- August will feature a focus on West Hillsborough with extra programming on this side of town

Administrative efforts will include:

- Planning, designing, and implementing strategic marketing of the events and participating local businesses/partners
- Maintaining communications with artists, stakeholders, collaborators, and partnering venues
- Collecting data, conducting assessments, and making minor adjustments of programming to ensure ROI and maximum impact

SLW Q1:

HAC will be identifying artists, vendors and connecting with local businesses to partner on this cherished Hillsborough event.

G&GS Q1:

Each quarter, the G&GS accepts applications from local artists for the opportunity to showcase their work in-store. The G&GS consignment partnership provides income and stability to local artists and entices visitors to stop in to learn about HAC's programmatic activities throughout the year.

Q1 is the heat of the summer, which means visitation and sales to Hillsborough businesses can suffer a dip. During Q1, HAC and the G&GS will execute duties outlined in this grant by:

- Making strategic efforts to entice tourism including artist demonstrations, sales and promotions, and new interactive elements in the shop such as a digital Meet the Artist project and hands on Creation Station

- Each gallery exhibit will have an artist curated take home kit with an educational component for sale that will allow patrons to have a hands-on arts experience related to the gallery exhibit
- Monthly workshops will be held with gallery exhibition artists
- Receptions and artist talks during each Last Fridays & the Art Walk
- Partnering with other local tourism-driving groups, including OCAC, OCHM, Burwell, and the Alliance/Visit Hillsborough to collaborate on summer events whenever possible
- Implement an interactive demographic data collection method in effort to better understand our key audiences and to determine which audiences may require more proactive engagement

Seasonal window displays are refreshed at the shop. Also, exhibition rotations at “HAC Satellite Galleries” occur. This was an initiative that was launched in 2023 to expand our impact for artists and overall enhance more physical spaces in Hillsborough by providing artwork in non-traditional spaces at select venues around town. This year, our satellite galleries C3 and Orange Family Medical Group.

Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q2 (Oct-Dec):

LFAW Q2:

October LFAW is always one of the highest attended months due to its alignment with Halloween and we particularly see a surge in families visiting Hillsborough. We plan to collaborate with Monica Meyer again this year to pay homage to Dia De Los Muertos and support cross-cultural activities with elements like dueling Mariachi bands.

Q2 LFAW programming will include unique, rotating entertainment, including components like:

- Special exhibitions, receptions, and gallery openings at 29 participating venues on the Art Walk, including 3 venues in West Hillsborough
- A variety of live music performances at local venues around downtown and in West Hillsborough
- Makers Markets with 25+ artists & community vendors on the front of the Old Courthouse lawn
- Live on the Lawn Performance Series on the back Old Courthouse Lawn featuring live music, dance performances, comedy shows, and puppetry
- Showcases of poetry, prose, and spoken word in connection with the Hillsborough Poet Laureate program
- Opportunities to connect and interact with nature, local history, and the arts at the Creation Station on the Lawn
- Performance and circus artists
- Community collaborations and nonprofit showcases
- HAC & LFAW info tent/tourism services booth on the Old Courthouse lawn providing

one-pager itineraries, maps, and an opportunity to collect geographical data

- **PLUS:** special halloween-themed activities, historic ghost tours, hayrides, and merchant trick-or-treat collaborations

November LFAW programming will be a scaled back version of peak LFAW offerings, adjusting to the coming winter season and earlier evening hours. Strategies to promote “small business/shop local”, artist Sunday, holiday season activities, and other winter traditions, including the Solstice Lantern Walk, will be integrated. We will hold a free make and take lantern craft indoors at Snow Approach Foundation again this year. It was a very popular event in 2025 and offered an accessible way for community members to make a lantern for the upcoming SLW.

December marks the beginning of the “off season” for Last Fridays, allowing staff to focus heavily on a debrief of the 2025 calendar year/LFAW season, survey participants and stakeholders, and adjust strategies for the 2026 calendar year/LFAW season. Other tourism-driving activities hosted by HAC continue during this time, including the Solstice Lantern Walk, Gallery & Gift Shop, etc.

Administrative efforts will include:

- Planning, designing, and implementing strategic marketing of the events and participating local businesses/partners
- Maintaining communications with artists, stakeholders, collaborators, and partnering venues
- Collecting data, conducting assessments, and making minor adjustments of programming to ensure ROI and maximum impact
- Surveying participating venues and contracted artists for feedback, debriefing all elements of the 2025 season with internal and external stakeholders
- Beginning to outline strategy for the 2026 season
- Directing tourism and visitation to other special fall, holiday, and winter traditions that occur around Hillsborough and supporting the marketing efforts of these groups/activities

SLW Q2:

Q2 marks the active planning phase and execution of SLW. Staff will finalize vendor/artist contracts, permits, and volunteer assignments. Logistical preparations include taking inventory of supplies, purchasing new supplies, assembling luminaries, creating signs, setting up/monitoring website registration, and holding orientation sessions for volunteers. Creating the Spiral of Light in River Park is another task that requires a team of volunteers to collect and lay out the greenery ahead of the event, followed by deconstruction of the spiral after the event.

We will update last year’s detailed map that indicates designated viewing areas for participants who prefer to watch and accessibility routes. We will also explore the creation of an alternative entrance to the walk in Gold Park to help disperse the crowd. However, we do not have enough staff and supplies in our budget to include extra lighting or

personnel at a second entrance. We are happy to work with the Alliance to help plan a circulator bus route between West Hillsborough and Downtown, but we cannot manage this with our limited staff.

The SLW event takes place in late December and requires full staff, board, and volunteer involvement. A clear timeline of duties will be put into place by our Program Director so there is a smooth execution. Having an Events Coordinator is especially critical during this time of year to help execute the many moving parts of this event. Providing a safe and enjoyable experience for over 4,000 participants is our top priority in December.

G&GS Q2:

Q2 occurs over the holiday season. Fifty percent of our total annual sales occur in this quarter, so it's the busiest time of year for our team. The G&GS experiences significant uptick in visitation from out of town and thus an increased need for HAC/G&GS volunteers to provide suggestions of places to shop, dine, and explore while they are in town for the holidays. The success of the Solstice Lantern Walk also depends on the G&GS to be highly operational - we sell over 500 lantern kits, host lantern workshops, and help people get signed up/learn about the event.

For Q2, the G&GS contributes to Tourism Board objectives by:

- Providing visitation information for increased tourist traffic.
- Selling lantern kits and leading workshops for those participating in the Solstice Lantern Walk, which occurs in December on the winter solstice.
- Accepting new quarterly artist consignment applications.
- Collaborating and cross-promoting other holiday happenings around town, including the Holiday Parade, Gingerbread Exhibition, and more.

Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q3 (Jan-March):

LFAW Q3:

Jan & Feb LFAW programming will scale back to focus primarily on the Art Walk. HAC will support participating venues through website marketing and providing cross-promotion of efforts such as:

- Special exhibitions, receptions, and gallery openings at 10+ participating venues on the winter Art Walks
- Live music performances at local venues
- Family-friendly activities and crafts
- Opportunities to connect and interact with local history and the arts

Q3 allows staff to focus heavily on reviewing feedback from the 2025 calendar year/LFAW season, outlining strategies for the 2026 calendar year/LFAW season, and initiating plans to ensure public awareness of the return of full programming. Communications with venues to confirm their participation in 2026 pick up by early February.

In March, programming for Last Fridays & the Art Walk returns with a season kick-off, strategically building back momentum for the year and incorporating spring themes.

Administrative efforts will include:

- Maintaining communications with artists, stakeholders, collaborators, and partnering venues
- Collecting data, conducting assessments, and making minor adjustments of programming to ensure ROI and maximum impact
- Surveying participating venues and contracted artists for feedback, debriefing all elements of the 2025 season with internal and external stakeholders
- Finalizing strategy for the 2026 season and sharing outline with stakeholders
- Directing tourism and visitation to the Jan/Feb Art Walk and other activities that occur around Hillsborough; supporting the marketing efforts of these activities
- Confirming themes, community collaborations, and artistic partnerships for 2026 LFAW season
- Securing permits and developing updated marketing materials and planning resources
- Planning, designing, and implementing strategic marketing of the upcoming 2026 LFAW season and participating local businesses/partners

SLW Q3:

In January, staff and volunteers meet to debrief on December's SLW. Successes and ideas for improvements are documented to inform planning for next year. Statistics are compiled on demographics of participants and the budget is reconciled. During the remainder of the quarter, any suggested changes are kept in mind when meeting with stakeholders about HAC events. Possible SLW collaborations are considered year round.

G&GS Q3:

During Q3, the G&GS will close to the public for the first week in January. During this time, the gallery is rotated to showcase new work and the shop is restocked and reorganized for a fresh look. Any renovation projects or necessary upgrades/improvements to our physical space and operations are also addressed during this time. During January, quarterly applications for consignment are accepted for prospective artists to showcase their works in the G&GS. Valentine's Day, black history month, women's history month, and other seasonal holidays or important celebrations are promoted. Seasonal window displays are refreshed. Collaborations with students from Cedar Ridge High School's IB program are finalized and multiple student art exhibitions are held, which have proven to be extremely popular with visitors and community members alike. Gallery artists are confirmed for the upcoming calendar year.

Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q4 (April-June):

LFAW Q4:

Q4 LFAW programming will include unique, rotating entertainment, including components like:

- Special exhibitions, receptions, and gallery openings at 29 participating venues on the Art Walk, including 3+ venues in West Hillsborough
- A variety of live music performances at local venues around downtown and in West Hillsborough
- Makers Markets with 20+ artists and community vendors on the front of the Old Courthouse lawn
- Live on the Lawn Performance Series on the back Old Courthouse Lawn featuring live music, dance performances, comedy shows, puppetry, and more
- Showcases of poetry, prose, and spoken word in connection with the Hillsborough Poet Laureate program
- Opportunities to connect and interact with nature, local history, and the arts at the Creation Station on the Lawn
- Performance and circus artists
- Community collaborations and nonprofit showcases
- HAC & LFAW info tent/tourism services booth on the Old Courthouse lawn providing one-pager itineraries, maps, and an opportunity to collect geographical data

Administrative efforts will include:

- Planning, designing, and implementing strategic marketing of the events and participating local businesses/partners
- Maintaining communications with artists, stakeholders, collaborators, and partnering venues
- Collecting data, conducting assessments, and making minor adjustments of programming to ensure ROI and maximum impact
- Finalizing process for Makers Market applications and preparing vendors for the re-launch of that component

SLW Q4:

Any suggested changes from the last event are kept in mind when meeting with stakeholders. Possible SLW collaborations are considered year round.

G&GS Q4:

Standard operations continue and we see a spike in the late spring with more visitors in town as the weather improves. Monthly Last Fridays & the Art Walk receptions, artist talks, demonstrations, and workshops are held. Special promotions for Mother's Day and other popular shopping holidays. Quarterly acceptance of new artists and cross-promotion of other major cultural events. Seasonal window displays are refreshed.

Outline/Overview of Job Tasks and Schedules

Please explain generally how the organization plans to accomplish all goals associated with the scope of work, including but not limited to, marketing, hiring, volunteer recruitment, exhibit development, event tasks, etc.

HAC is committed to building and enriching the Hillsborough community through the arts. The primary way we fulfill this mission is by offering 8+ public programs and signature events year-round. Doing so requires coordination and collaboration between staff, board, and volunteers 365 days per year. The COVID-19 pandemic exposed vulnerabilities in HAC's over-reliance on volunteers for lead program management and mission fulfillment, and created an opportunity for the board to reassess personnel needs to ensure steady and sustainable growth for HAC. In FY21, the board hired part-time contractors to begin fulfilling the marketing, programming, retail management, and fundraising needs of the organization. In FY22, the board voted to transition these employees to two separate full-time roles, further stabilizing, professionalizing, and investing in the consistent delivery of HAC's mission.

Going into FY23, HAC established 4 staff positions to execute daily operations: The Executive Director (FT), Program & Marketing Director (FT), Gallery & Volunteer Manager (FT), and Bookkeeper (PT). As a result of professionalizing the organization, HAC events grew exponentially. In FY25, 2 new part-time support staff positions were created to keep up with demand and maintain a standard of excellence: the Events Manager and paid Marketing Intern. The addition of these new positions have allowed HAC events to be appropriately staffed and have allowed the full time staff greater bandwidth to take on projects like expanding programming to West Hillsborough and addressing event accessibility needs.

Recognizing the need for experienced arts and nonprofit professionals to manage daily operations, the HAC board is gradually transitioning from a working board to a governing board that is focused on short and long term strategic planning and overall mission compliance. The full-time Executive Director is responsible for fundraising, grant writing, oversight of staff and programs, strategic planning, and community relationships. The full-time Program & Marketing Director oversees all day-to-day marketing efforts, develops and executes strategies to boost visibility of arts and culture in Hillsborough, and supports all public-facing/communications efforts of HAC. This staff member also takes the lead on day-to-day programming efforts, including permitting, contracting, and event planning, with support from other staff and volunteers. The Program & Marketing Director oversees and delegates tasks to the Event Manager and Marketing Intern. The Gallery & Volunteer Manager oversees the Gallery & Gift Shop, ensuring this vibrant shopping destination is open 6 days a week year-round, and is responsible for the behind-the-scenes and administrative aspects of the G&GS. A dedicated team of volunteers supports this crucial flagship operation of HAC, especially during weekends and evenings. This role also takes the lead on recruiting, training, and scheduling volunteers for all HAC programs, to ensure a consistent volunteer experience. The Bookkeeper, Treasurer of the Board, and a contracted CPA work together, along with the Executive Director and Board Chair, to maintain financial

oversight, budget preparation and compliance, and daily financial procedures.

Historically, HAC staff and board worked with individual “program chairs”, who were responsible for the logistics, volunteer recruitment, budget compliance/allocation, and other event related tasks, from planning to day-of coordination, for their assigned program. HAC has moved away from having a single program chair responsible for each program, and is instead resourcing all HAC programs with a broad team of volunteer leaders that have been recruited and organized based on skill-sets and volunteer role interest areas. This has created a more collaborative and sustainable approach to manage the workload of program management, increasing the quality of HAC program delivery, and has reduced the silo effect of each HAC program operating uniquely and independently from another.

In FY26, HAC programs will be run by HAC staff, with assistance from volunteers as described above, and oversight from the Executive Committee/Board. This cooperative system allows for checks and balances to be in place, and for no single individual to be held responsible for all facets of any given program. Major programmatic decisions are ultimately made by the staff, with the board ensuring compliance with strategic plans. This includes the programs in this contract proposal. The Executive Committee monitors and reviews progress of staff and volunteers through regular reports submitted for each program and area of operation by the Executive Director. The Executive Committee utilizes board members and board committees for advice and insight on governing responsibilities. Board members are encouraged to be actively engaged with either a program or committee area that they are specifically well suited for, and often take on the role of lead volunteer at events.

There are no plans to add staff members in FY26. We are committed to finding a sustainable way to maintain the staff we have. With the addition of two support staff members in FY25, there is now a day-of event model that divides responsibilities equitably among staff in a way that should mitigate burnout and promote employee retention. However, we plan to consolidate the Marketing Intern and Event Coordinator positions into one role for cost containment in FY26.

Please explain how the organization is going to fundraise and build sustainability in FY26:

The granting landscape is changing and funding is becoming more scarce. As a result, HAC is increasing its fundraising efforts to help make up for the deficit and support our expanded staff salaries. The board has a very active Development Committee that has been working with the Executive Director and Board Chair to increase donations through a revitalized sustainer program and corporate sponsorship drives. We are relaunching the House Concert Series, formerly known as the Parlor Concerts, as a fundraiser. We hope to re-engage past donors, attract new ones, and expand our offerings to current donors. We continue to thank our sustainers and invite them to events like the new Gallery After Hours event at the Gallery & Gift Shop. We solidified comprehensive business sponsorship packages in FY25 that we will continue to use in FY26 to attract new businesses and build sponsor relationships. It takes time and persistence to build donor relations. For the first time in our organization’s history, we have a solid fundraising model and a good team of

board and staff members poised to execute it. However, our programs require more than just donations to run. We expect that the Town will contribute significantly less in FY26. We hope to appeal to the Tourism Board and the TDA to help make up the difference while we grow our donor base.

Having a clear budgeting process is also key to sustainability. The Executive Director, Board Chair, Treasurer, and Bookkeeper work with HAC staff to set annual program budgets and determine overall needs. These budgets are set during the late spring budget cycle and staff are required to adhere to these budgets throughout the fiscal year. Any changes to this budget must be submitted to the Executive Committee for review, followed by approval from the board of directors prior to allocation of additional funds or budgetary adjustments. In FY23, HAC began implementing a re-forecasting process for the annual budget based on actual revenue and expenses, in effort to be more responsive to any major changes or deviations that may occur during the fiscal year. Adopting full-cost budgeting and operations methods, an emerging best practice in the non-profit sector, is allowing us to improve our communications with funders about the comprehensive costs of running our programs.

Another crucial element of sustainability is implementing a responsive strategic planning process. HAC is entering a new season of strategic planning, and the board will work closely with staff to outline a set of specific, measurable, attainable, realistic, and time-bound (SMART) annual goals that will support the vision of a new annual strategic plan. The board will hold a retreat this summer to review and solidify strategic initiatives. A key component of our growth in FY26 will be making programmatic improvements based on feedback from our event partners, community stakeholders, artists, visitors, and the general public. It is important we check in regularly with those we serve to ensure our mission is still being executed to the best of its ability and that our programs, the majority of which are free and accessible to all, are aligning with the needs of our community. We have had very productive conversations in FY25 with Downtown and West Hillsborough merchants that will inform our FY26 programmatic decisions. Having the support of our community is key to HAC's sustainability.

Please explain how the organization plans to grow tourism in Hillsborough in FY26:

The year-round flagship HAC events continue to see growth each year, bringing thousands of tourists to Hillsborough. Our staff approaches each event strategically, notices growth trends, and plans accordingly. We have started to explore new geographical data collection methods that should give us more information about the number of tourists attending our events. Based upon this data, we can strategize how and where we advertise outside of Hillsborough.

In FY26, we will partner with our local stakeholders to find creative solutions to event parking while integrating West Hillsborough. We are excited about the proposal put forth by the Alliance to organize transportation routes during major events. This would be a great way to alleviate some of the parking issues in downtown. A circulator bus would also help us to connect event programming to West Hillsborough, supporting our new art walk

venues during Last Fridays and creating the possibility of extending the Solstice Lantern Walk to include the other end of town.

Marketing Plan

All HAC programs are promoted via strategic, organic, and paid marketing efforts that include:

- HAC website - 26,000+ views/year
- HAC social media (unpaid/organic) - 45,000+ average reach/year
- HAC monthly newsletter - 6,100+ distribution list with 45% open rate
- HAC quarterly donor newsletter - 100+ highly engaged distribution list
- On-site marketing at events and at the G&GS - 30,000-40,000+ visitors/year
- Printed signage and flyers
- Press packages with high-quality photography and announcements to extensive list of media outlets
- Postings to 20+ community calendars to ensure inclusion & awareness of tourism-driving events
- Collaborative cross-promotions with local businesses and community groups
- Radio and/or TV advertising as budget allows
- Print advertising or features in print publications as budget allows
- Paid social media advertising as budget allows

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q1(July-Sept):

LFAW Q1:

- The LFAW season bridges our fiscal years. We create a comprehensive marketing plan for each LFAW season to ensure consistency of event promotion and carry it through the calendar year. The marketing plan established in spring 2025 will be carried across FY25 to FY26. Tweaks may be made based on progression of the season so far and any feedback received from key stakeholders.
- Marketing and advertising efforts, such as radio ads, e-newsletters, and social media posts include detailed information about:
 - Each month's special entertainment and programming, such as artists, live music, and activities occurring around town.
 - 29 art walk venues / local businesses actively engaged in LFAW programming
 - Recaps of previous month's arts programming + sneak peeks of what's to come for the next month, to entice repeat visitation and create urgency for returning
- An interactive map on the website will be updated and maintained to help event attendees find the various elements of entertainment during each LFAW
- A monthly one-pager with overview of entertainment offerings + QR code linking back to website for interactive map and art walk venue listing details
- Distribution and restocking of the LFAW tri-fold brochure with map designed at the beginning of the season to keep nearby visitors centers and other destinations receiving tourists aware of the program.

- Refreshed press package with updated photography announcing themes/entertainment line up for Q1 LFAW events.

SLW Q1:

In Q1, we will confirm event logistics such as the date, route, and timeline. Our Program Director will prepare special event permits. Teasers and save-the-date marketing will begin via the website, social media, E-News, and flyers.

G&GS Q1:

The G&GS serves as an essential hub and resource for marketing material distribution, event information, and other tourism services - both for HAC programs and for Hillsborough's arts and culture events at large.

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q2 (Oct-Dec):

LFAW Q2:

In addition to the efforts described for Q1, Q2 will feature special attention on holidays and seasonal marketing strategies. Collaboration with other groups driving tourism and providing signature events during the holiday season, such as Visit Hillsborough, the Alliance for Historic Hillsborough, the Gingerbread Competition Team, and the Chamber. Q2 will round out the 2025 LFAW season. Other Q2 marketing efforts will communicate details about the October "season finale" and a sneak peek/reminder to join us in Q3 for the 2026 LFAW season.

SLW Q2:

- Marketing picks up:
 - Pre-event signage distribution begins
 - Flyer distribution continues
 - PR Package sent to 250+ local media outlets and arts partners
 - Social media posts/ads ramp up
 - WUNC Radio Ads begin
- Website is updated to reflect:
 - Workshop & Lantern Kit Details
 - In-Town Solstice Specials & Promotions
 - Solstice Market Artists, Food/Bev, and Entertainment
 - Know Before You Go
- Press tour is organized for radio and print interviews: WHUP, WCHL with Aaron Keck, Indy Week, Daily Tar Heel, News of Orange, etc

G&GS Q2:

The G&GS serves as an essential hub and resource for marketing material distribution, event information, and other tourism services - both for HAC programs and for Hillsborough's arts and culture events at large. During our busiest time of year and the holiday season, there is more information to be shared about special promotions and events occurring around town. The Gallery & Gift Shop Manager ensures that all volunteers are updated on current Hillsborough happenings so they can relay information to customers and answer questions.

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q3 (Jan-March):

LFAW Q3:

In Q3 HAC develops updated branding, print materials, maps, and other marketing resources for venues to use as they finalize plans for the upcoming LFAW season. This quarter requires a lot of behind-the-scenes planning, communications, and alignment with LFAW partners and venues to ensure marketing materials are developed with accurate information and strategies to drive tourism. Artist contracts are signed for the 2026 season, when appropriate, and entertainment will be mapped out to build momentum strategically.

In January and February, the activities of participating Art Walk venues are cross-promoted on HAC social media and e-news channels, and the HAC website is updated to reflect this quieter, but still active, time period.

Towards the end of February, HAC will roll out the new marketing program for the upcoming 2026 season. This may include tri-folds, posters, flyers, as well as other print and online materials. Community event calendars will be updated and press packages distributed. Artist applications for the Makers Market/nonprofit showcases open up through online, e-news, and social media promotions. Preparations for the HAC info booth at 2026 LFAWs, and any necessary equipment repairs or replacements will occur in this quarter to ensure a smooth and successful LFAW season.

Ramping up in March, marketing and advertising efforts include detailed information about:

- Themes and priorities for special entertainment and programming, such as artists, live music, and activities occurring around town
- 29 art walk venues / local businesses actively engaged in LFAW programming
- Sneak peeks of what's to come this season, to entice repeat visitation and create urgency for joining each month
- An interactive map on the website will be updated and maintained to help event attendees find the various elements of entertainment during each LFAW

- A monthly one-pager with high-level overview of entertainment offerings + QR code linking back to website for interactive map and art walk venue listing details
- Distribution of the 2026 LFAW tri-fold/flyer/brochure to inform nearby visitors centers and other destinations receiving tourists about the upcoming season
- 2026 LFAW press package with updated photography announcing major themes/entertainment line up/participating art walk venues this season

SLW Q3:

Following the Solstice Lantern Walk, photography assets of the event are shared with the public and key stakeholders. Thank yous are sent to attendees who made donations, art vendors who participated in the Solstice Market, artists who participated, and business sponsors.

G&GS Q3:

Once reopened from a brief winter break, reengagement activities with the public will commence to drive traffic back to the G&GS and around historic Hillsborough. This reengagement will whet the public's appetite for HAC's 2026 calendar year programmatic activities with LFAW. Advertising regarding the new gallery exhibitions and a refreshed shop layout will also be implemented.

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q4 (April-June):

LFAW Q4:

Continued marketing and advertising efforts include detailed information about:

- Each month's special entertainment and programming, such as artists, live music, and activities occurring around town.
- 29 art walk venues / local businesses actively engaged in LFAW programming.
- Recaps of previous month's arts programming + sneak peeks of what's to come for the next month, to entice repeat visitation and create urgency for returning each month.
- An interactive map on the website will be updated and maintained to help event attendees find the various elements of entertainment during each LFAW.
- A monthly one-pager with high-level overview of entertainment offerings + QR code linking back to the website for interactive map and art walk venue listing details.
- Distribution and restocking of the LFAW tri-folds designed at the beginning of the season to keep nearby visitors centers and other destinations receiving tourists aware of the program.
- Refreshed press package with updated photography announcing themes/entertainment line up for Q4 LFAW events.

SLW Q4:

SLW marketing will be minimal during Q3. This is mostly a time for behind the scenes preparations for Q1.

G&GS Q4:

Marketing efforts in Q4 will be focused on driving tourism to Hillsborough for LFAW, other town-wide summer events/activities, and the continually revamped array of local artwork available for sale.

Detailed Proposed Budget: Last Fridays & the Art Walk

| a. Item | b. Amount Needed via Contract Funding in FY26 (for each item) | c. Amount Contributed by Organization (for each item) <i>*Info provided here reflects all other earned & contributed revenue sources from HAC budget</i> | d. Other Funding Sources | | e. Total Contract Budget (add columns b-d) |
|--|---|--|--------------------------|----------------------|---|
| | | | Amount | Source | |
| 1. LFAW Performance Services (7 months of entertainment, \$800-\$2200 per month) | \$7,050 | \$0 | \$2,000 | Town of Hillsborough | \$9,050 |
| 2. LFAW Makers Market Port-a-lets (6 months at \$419 each) | \$0 | \$0 | \$2,500 | Town of Hillsborough | \$2,500 |
| 3. LFAW Licenses & Permits (venue reservations, signage permits, vendor fees) | \$700 | \$259 | \$0 | | \$959 |

| | | | | | |
|---|---------|-------|---------|----------------------|---------|
| 4. LFAW Advertising - paid, print and digital/online | \$1,200 | \$0 | \$0 | | \$12001 |
| 5. LFAW Marketing - Signage, Trifolds, Flyers; branded materials | \$250 | \$489 | \$0 | | \$739 |
| 6. Contracted services & Equipment for capturing High-quality photography & videography of tourism-driving activities | \$900 | \$0 | \$0 | | \$900 |
| 7. Equipment rental - lighting (GetLit), sound | \$100 | \$0 | \$2,500 | Town of Hillsborough | \$2,600 |
| 8. Supplies for workshops & art-making activity table sat LFAW | \$400 | \$0 | \$0 | | \$400 |
| 9. Other supplies and program sustainability costs | \$300 | \$130 | \$0 | | \$430 |

| | | | | | |
|---|----------|----------|---------|-----------------|--|
| 10. Personnel & payroll for year-round LFAW program coordination & fulfillment of tourism services (allocated personal costs assoc. with sustaining operations of this program: 40% of Exec. Director's time, 60% of Program & Marketing Director's time, 15% of Gallery & Volunteer Manager's time, 25% of Bookkeeper's time, 60% of Event Coordinator's time) | \$30,549 | \$45,322 | \$8,000 | NC Arts Council | \$83,871 |
| 11. Administrative expenses & overhead allocated for year-round LFAW program coordination & fulfillment of tourism services (including volunteer stewardship, web services & subscriptions, office supplies, occupancy & storage, insurance, etc.) | \$13,551 | \$0 | \$0 | | \$13,551 |
| 12. LFAW Volunteer hours Est. 500 hrs./FY @ \$29.95 (Nat. Average) | | \$14,975 | | | Information shared for awareness of volunteer investment, not added into budget totals |

| | | | | | |
|---------------------------------------|---|----------|----------|--|--|
| TOTALS (sum of each column) | \$55,000 (9 months of full Last Fridays & the Art Walk programming, 12 months of services) | \$46,200 | \$15,000 | Town of Hillsborough, NC Arts Council | \$116,200 TOTAL PROGRAM INVESTMENT COSTS |
|---------------------------------------|---|----------|----------|--|--|

Detailed Proposed Budget: Solstice Lantern Walk

| a. Item | b. Amount Needed via Contract Funding in FY26 (for each item) | c. Amount Contributed by Organization (for each item) <i>*Info provided here reflects all other earned & contributed revenue sources from HAC budget</i> | d. Other funding sources: Amount | d. Other funding sources: Source | e. Total Contract Budget (add columns b-d) |
|--|---|---|----------------------------------|----------------------------------|--|
| 1. Sanitation | 0 | 0 | \$800 | Town of Hillsborough | \$800 |
| 2. Equipment rental: Lighting/Heating | \$600 | 0 | \$1,000 | Town of Hillsborough | \$1,600 |
| 3. Performance Services | \$1,275 | \$1,225 | 0 | | \$2,500 |
| 4. ticketing fees | \$443 | 0 | 0 | | \$443 |
| 5. Spiral of Light Supplies | \$300 | 0 | 0 | | \$300 |
| 6. Workshop Instructor Fees & Supplies | \$500 | 0 | 0 | | \$500 |
| 7. Supplies (lantern kits, ground luminaries, etc) | \$1,000 \$2,500 | 0 | 0 | | \$1,000 \$2,500 |
| 8. Permits (Town, County, Signage, Vendors) | \$475 | 0 | 0 | | \$475 |
| 9. Marketing Services, Advertising, & Promotions | \$1,000 | 0 | \$630 | TDA | \$1,630 |
| 10. Technology Services & Web Software | \$200 | \$804 | 0 | | \$1,004 |
| 11. Printing & Copying | \$300 | \$334 | 0 | | \$634 |

| | | | | | |
|--|---|----------|----------|---------------------------|--|
| 12. Insurance | \$200 | \$280 | 0 | | \$480 |
| 13. Office, Storage, & Retail Space | \$175 | \$3,356 | 0 | | \$3,531 |
| 14. Portion of Staff Salaries Specifically Required to Operate SLW | \$3,532 \$7,032 | \$29,154 | \$9,370 | TDA | \$42,056 \$45,556 |
| TOTALS (sum of each column) | \$10,000 \$15,000 | \$35,153 | \$11,800 | Town of Hillsborough, TDA | \$52,953 \$61,953 TOTAL PROGRAM INVESTMENT COSTS |

Detailed Proposed Budget: Gallery & the Gift Shop

| a. Item | b. Amount Needed via Contract Funding in FY26 (for each item) | c. Amount Contributed by Organization (for each item) <i>*Info provided here reflects all other earned & contributed revenue sources from HAC budget</i> | d. Other funding sources: Amount | d. Other funding sources: Source | e. Total Contract Budget (add columns b-d) |
|--|---|---|----------------------------------|----------------------------------|--|
| 1. Marketing & Operations (physical signage, displays, materials, advertising, etc) | \$815 | 0 | 0 | | \$815 |
| 2. Retail Services Supplies & Equipment (merchandising supplies, technical upgrades, fees) | \$185 | \$6,427 | 0 | | \$6,612 |
| 3. Personnel & Payroll for G&GS program coordination & fulfillment of tourism services (allocated personnel costs associated with sustaining operations of this program: 55% of Exec. Director's time, 5% of Program & Marketing Director's time, 70% of Gallery & Volunteer Manager's time, 60% of Bookkeeper's time, 5% of Event Coordinator's time) | \$2,000 | \$59,023 | \$4,000 | NC Arts Council | \$65,023 |

| | | | | | |
|---|--|----------|---------|-----------------|--|
| 4. Administrative expenses & overhead allocations for year-round G&GS program coordination & fulfillment of tourism services (including volunteer stewardship, web services/subscriptions, office supplies, occupancy, storage, insurance, etc) | \$2,000 | \$18,797 | 0 | | \$20,797 |
| 5. Volunteer hours est, 1200 hrs @ \$29.95 (Nat. Average) | | \$35,940 | | | <i>Information shared for awareness of volunteer investment, not added into budget totals</i> |
| TOTALS (sum of each column) | \$5,000 (for year-round operations of G&GS) | \$84,247 | \$4,000 | NC Arts Council | \$93,247 TOTAL PROGRAM INVESTMENT COSTS (Does not include artist commissions covered through consignment sales of artwork) |

Signatures

I hereby certify that the information contained in this proposal is true and accurate to the best of my knowledge and that I have reviewed the Town of Hillsborough's Non-profit Guidelines and our organization is in compliance.

EXECUTIVE DIRECTOR

| | |
|--|---------------|
| Signature:  | Date: 5/20/25 |
|--|---------------|

Printed Name: Heather Tatreau

BOARD CHAIRPERSON

| | |
|--|---------------|
| Signature:  | Date: 5/20/25 |
|--|---------------|

Printed Name: Julia Workman

CONTACT PERSON (if different than Executive Director)

| | |
|------------|-------|
| Signature: | Date: |
|------------|-------|



FY 2026 Contract Scope of Work Response

The Alliance for Historic Hillsborough - Visitor Services & Operations

| | | |
|--|----------------------------------|-----------------|
| Organization Information | | |
| Organization Name: The Alliance for Historic Hillsborough | | |
| Contact Person and Title: Amanda Boyd | | |
| Contact Person Email: Director@historichillsborough.org | Contact Person Phone: 9197327741 | |
| Organization Street Address: 150 E King Street | | |
| City: Hillsborough | State: NC | ZIP Code: 27278 |
| Organization's Annual Operating Budget: \$ 317,689 | | |
| General Contract Information | | |
| Contract Name: Visitor Center Operations | | |
| Month(s) or Date(s) in which Proposal Project/Services will take place: JULY 1 st , 2025- JUNE 30 th , 2026 | | |
| Outline/Overview of Scope of Work | | |
| <p>Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q1(July-Sept):</p> <p>The Alliance for Historic Hillsborough will perform the duties requested in the FY2025 Contract Scope of Work throughout the entirety of the fiscal year. Aside from special events and programs, our activities will not fluctuate from quarter to quarter. We will manage the Visitors Center, ensuring it is open, free to the public, and staffed with paid personnel and well-trained volunteers. We will be open from 10-4 Monday through Saturday and 12-4 Sunday. At the Visitors Center, we will ensure that visitors receive recommendations on things to do, places to eat, where to stay, and any literature and visitor services materials they may need. Staff and volunteers will answer inquiries in person, via phone, email, mail, or digital and social media. We will work with Tourism Board staff to stock, promote, and manage the Hillsborough Visitors Center gift shop.</p> <p>The Alliance will also work with Tourism Board staff to implement an active tourism marketing program. We will develop an annual tourism marketing plan that will include a variety of print and digital media, collaborate with the Chapel Hill/Orange County Visitors Bureau on relevant marketing campaigns, and maintain the tourism website and appropriate social media channels. Our work will also involve publishing a monthly e-newsletter, highlighting tourism-related events and special programs, and creating a monthly calendar of events for town map kiosks. Staff will continue distributing literature to regional welcome and transportation centers and providing visitor materials to town locations. We will continue to market to and assist groups with itinerary planning, educational programs, and special events to encourage group visitation.</p> | | |

Programs Q1: Alliance Hosted

- Outlandish Collaboration with Monroe School of Highland Dance - July
- July - September: Historic Walking Tours each Saturday
- West Hillsborough Walk & Talk - August
- HILLS Academy - The first semester begins in August

Programs Q1: Support Provided

- Uproar - August
- Hog Day - September
- Third Provincial Congress - September

Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q2 (Oct-Dec):

Programs Q2: Alliance Hosted

- Spirits' Tours (will be reformatted) - October
- Holiday Homes Tour - December : Collab with Chamber
- Santa/Tree lighting - December : Collab with Chamber

Programs Q2: Support Provided

- Flush Fest - October
- River Park Concert - October
- Trick or Treat downtown - October
- Shop Small Saturday - November
- Gingerbread Stroll - December

Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q3 (Jan-March):

Programs Q3: Alliance Hosted

- Outlandish Collaboration January
- HILLS Academy's second semester begins in February

Please explain generally how the organization is going to perform the duties requested in the FY2026 Contract Scope of Work Update during Q4 (April-June):

Programs Q4: Alliance Hosted

- Rev War Day - April
- Preservation Fest & Tour - collaboration with Preservation NC - May

Outline/Overview of Job Tasks and Schedules

Please explain generally how the organization plans to accomplish all goals associated with the scope of work, including but not limited to, marketing, hiring, volunteer recruitment, exhibit development, event tasks, etc.

The Alliance for Historic Hillsborough will utilize the talents of our dedicated staff and volunteers to see that the goals associated with the scope of work are accomplished.

The **executive director** will ensure that the Visitors Center is managed in a professional and financially responsible manner. She will supervise the work of all staff and volunteers and ensure that the tasks, as outlined in the contract with the Hillsborough Tourism Board, are fulfilled. She is also responsible for implementing the marketing duties enumerated in the agreement, specifically handling all social media and website responsibilities. She will work to develop and implement a tourism marketing plan using digital and print media and will be responsible for producing a monthly e-newsletter and kiosk calendar. She will also be responsible for creating and distributing press releases and creating content as needed. The program and development director will implement all special programs and events. She will work to recruit and train volunteers and will develop new exhibits and programming experiences for visitors.

The **site coordinator** will manage the visitor center's grounds, public restrooms, and the historic Dickson House/Office. Responsibilities include ordering gift shop merchandise, restocking visitor materials at local sites, and assisting guests. This role also oversees weekend staffing and supports marketing initiatives. A key focus is expanding heritage education, including developing field trips, private tours, and launching a Lifelong Learning initiative next fiscal year.

The **programs coordinator** develops and manages community events and collaborative programs throughout the year, with a focus on Hillsborough's history and cultural education. This role creates opportunities for town-wide partnerships, enhancing the visibility of other organizations and offering visitors an authentic experience of Hillsborough. The coordinator also leads the Telling the Full Story project, which invites locals and visitors to explore Hillsborough's rich history through oral histories, online mapping, and in-person programs.

Weekend visitor service representatives cover weekend shifts and support major town events like Hog Day, the Seafood Festival, and Rev War Day. Their role ensures consistent weekend visitor services while helping weekday staff maintain a balanced schedule.

A **new summer internship** position will focus on Visit Hillsborough's tourism initiatives. The intern will assist with online content creation, digital media development, tourism event support, and other related projects during the internship period.

All staff will be responsible for greeting visitors and providing general information.

Please explain how the organization is going to fundraise and build sustainability in FY26:

The Alliance works to support and sustain our mission in a variety of different ways each year. For FY26, we have planned for the following

- Grant funding for programming from the Jenrette Foundation
- Grant funding for programming from the Orange County Outside Agency department
- Recurring Tour Income from historic walking tours, West Hillsborough Walk & Talks, Revolutionary-era tours
- Specialty events/programs Income: Outlandish Collaborations, Preservation Tour, Spirits' Tour, Holiday Tour (collab with the Chamber)
- Historic Walking Tour booklet sales
- Field Trip, private tours, and bus tour income
- HILLS Academy - Lifelong learning initiative begins Fall 2025

Because of our organization's composition, we do not currently require fiscal giving from our board members and work diligently to find ways to generate income without interfering with donors or the giving campaigns of our partners. Our goal for FY26 is to find grant funding opportunities to support our larger initiatives while developing a secondary fundraising path that complements other area organizations we collaborate with.

Please explain how the organization plan to grow tourism in Hillsborough in FY26:

- Operate the Hillsborough Visitor Center
- Distribute and restock information and town maps to local and NC area businesses and organizations
- Co-lead the Visit Hillsborough Social Media campaigns
- Co-lead the advertising and marketing plan for Visit Hillsborough
- Assist when needed for the marketing plans with TDA
- Find unique opportunities for marketing collaboration to targeted audiences (targeted audiences are selected by website and social media data analytics)
- Utilize Alliance-led programs to showcase all of Hillsborough better and reach new demographics
- Co-lead the upkeep of the Visit Hillsborough Website and landing pages
- Partner with the Chamber to assist in the Merchant Association initiatives and programs
- Work with local businesses and organizations to continue to identify community needs within the scope of Visit Hillsborough

- Continue to pursue unique partnerships with outside organizations that align with our Alliance goals but also impacts Hillsborough's reach (NC Historical Museum, Sassenech Tours, MOHA, PNC, Preservation Durham, Virginia International Raceway)

Marketing Plan

Detailed Proposed Budget

| a. Item | b. Amount Needed via Contract Funding in FY26 (for each item) | c. Amount Contributed by Organization (for each item) | d. Other Funding Sources | | e. Total Contract Budget (add columns b-d) |
|---|---|---|--------------------------|-----------------------|---|
| | | | Amount | Source | |
| i.e., Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w) | Ex: \$6,500 | Ex: \$1,000 | Ex: \$500 | Non-profit Grant | \$8,000 |
| 1. Overhead | | | | | |
| Rent | \$11,370 | \$3,120 AHH | \$ | | \$14,490 |
| Utilities | | | | | |
| Phone/Internet | | | | | |
| 2. Personnel | | | | | |
| 85% ED salary and health insurance | \$164,816 | \$9,608 AHH | \$ | | \$174,424 |
| 100% Program Coordinator salary and health insurance | | | | | |
| 100% site Coordinator and health insurance | | | | | |
| 100% Weekend Visitor Services Reps (quarter time) | | | | | |
| 100% retirement benefit for full-time employees (0) | | | | | |
| Cell phone Stipend | | | | | |
| 3. Programs | | | | | |
| Visitor Services | \$9,800 | \$6,125 AHH | \$13,800 | Potential Grant Funds | \$29,725 |
| Rev War Day & Excursion Day | | | | | |
| Other | | | | | |

| | | | | | |
|---------------------------------------|-----------|--------------|----------|-----|-----------|
| 4. Cultural Heritage Tourism | \$5000 | \$0 | \$ | | \$5,000 |
| 5. Marketing | \$40,000 | \$500 | \$15,000 | TDA | \$55,500 |
| 6. Captial Expenses | | | | | |
| Transportation Service | \$2,828 | \$0 | \$ | | \$5,128 |
| Storage | \$2,300 | | | | |
| 7. Admin/Operations | | | | | |
| Cc processing fees | | | | | |
| Due/subscriptions | | | | | |
| Insurance | \$16,190 | \$ 3,232 AHH | \$ | | \$19,422 |
| Office Supplies | | | | | |
| Professional Development | | | | | |
| Professional Fees | | | | | |
| Software & Tech | | | | | |
| 8. Maintenance | | | | | |
| Building | | | | | |
| Grounds | \$14,000 | \$0 | \$ | | \$14,000 |
| Cleaning | | | | | |
| Pest Control | | | | | |
| Public Restrooms | | | | | |
| TOTALS (sum of each column) | \$266,304 | \$22,585 | \$28,800 | | \$317,689 |

** PLEASE ADD ROWS AND/OR PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **

Signatures

I hereby certify that the information contained in this proposal is true and accurate to the best of my knowledge and that I have reviewed the Town of Hillsborough's Non-profit Guidelines and our organization is in compliance.

EXECUTIVE DIRECTOR

| | |
|---|-------|
| Signature: | Date: |
| Printed Name: | |
| | |
| BOARD CHAIRPERSON | |
| Signature: | Date: |
| Printed Name: | |
| | |
| CONTACT PERSON (if different than Executive Director) | |
| Signature: | Date: |
| Printed Name: | |

Detailed Proposed Budget

| a. Item | b. Amount Needed via Contract Funding in FY25 (for each item) | c. Amount Contributed by Organization (for each item) | d. Other Funding Sources | | e. Total Contract Budget (add columns b-d) |
|--|---|---|--------------------------|------------------|--|
| | | | Amount | Source | |
| i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w) | Ex: \$6,500 | Ex: \$1,000 | Ex: \$500 | Non-profit Grant | \$8,000 |
| 1. Personnel Expense-7000 a) 7001-Site Coordinator (FULL-TIME in FY26) @ 30 hours p/w @ \$22= \$34,320.00 b) 7010-Finance Director @ 15 hours p/w @ \$21= \$15,000.00 c) 7002-Visitor & Historical Services Coordinator @ 25 hours p/w @ \$21= \$27,300.00 d) 7004-Docent Wages @ 8 hours for 45 weeks @ \$17.65= \$6354.00 e) 7006-Benefits (Site Coord. & VHS Coord.) 15% x wages medical stipend= \$9,2500.00 f) 7007-Payroll Tax -Company Paid= \$7,500.00 g) 7008-Payroll Service Fee = \$1,100.00 | \$65,000.00 | \$35,824.00 | \$0.00 | N/A | \$100,824.00 |

| | | | | | |
|--|--------|-------------|--------|-----|-------------|
| 2.General Admin-8100 8101-Advertising= \$1,000.00 8102-Computer/Software Maintenance= \$1,000.00 8111-Printing/Copying= \$1,000.00 8112-Office Equipment= \$500.00 8113-Office Supplies= \$1,000.00 8116-Staff Expenses= \$200.00 8118-Charitable Solicitation License Renewal Fee= \$53.00 8120-Professional Fees= \$13,000.00 (CPA/Audit \$10,000.00 + \$3,000.00 990 prep/filing) | \$0.00 | \$17,753.00 | \$0.00 | N/A | \$17,753.00 |
| 3.Fundraising Costs-8200 8201-Auction= \$12,000.00 8203-Other Fundraisers= \$2,500.00 | \$0.00 | \$14,500.00 | \$0.00 | N/A | \$14,500.00 |
| 4.Programs-8300 8301-Exhibits= \$500.00 8302-Research/Collections= \$500.00 8303-Catelogit= \$540.00 8305-Ancestry= \$300.00 8307-Newspapers.com= \$150.00 8308-Events(non-fundraising)= \$1000.00 | \$0.00 | \$2,990.00 | \$0.00 | N/A | \$2,990.00 |

| | | | | | |
|--|--------------------|-----------------|--------------------|--|------------------|
| 5.Gift Shop-8400 | | | | | |
| 8401-Cost of Goods Sold= \$500.00 | \$0.00 | \$575.00 | \$0.00 | N/A | \$575.00 |
| 8402-Sales Tax Due (pass thru only)= \$75.00 | | | | | |
| 6.Facility (Utilities & Maintenance)-8500 | | | | | |
| 8501-Electricity/Gas= \$6,000.00 | | | | | |
| 8502-Water/Sewer= \$1,000.00 | | | | | |
| 8503-Telephone/Internet= \$2,300.00 | | | | | |
| 8504-Groundskeeping= \$8,500.00 | \$0.00 | \$22,475.00 | \$10,800.00 | Orange County Outside Agency Grant applied for | \$33,275.00 |
| 8505-Pest Control= \$500.00 | | | | | |
| 8506-Site Maintenance= \$3,000.00 | | | | | |
| 8508-Safety/Security (Alarm System)= \$500.00 | | | | | |
| 8509-Property Tax= \$475.00 | | | | | |
| 8510-Insurance= \$11,000.00 | | | | | |
| 7.Other Expenses-8600 | | | | | |
| 8603-Bank charges/PO Box= \$50.00 | | | | | |
| 8605-Merchant Processing Fees= \$500.00 | \$0.0 | \$2,020.00 | \$0.0 | N/A | \$2,020.00 |
| 8606-Storage Unit Rental= \$1,320.00 | | | | | |
| 8607-Misc.= \$150.00 | | | | | |
| | | | | | |
| TOTALS (sum of each column) | \$65,000.00 | \$96,137 | \$10,800.00 | | \$171,937 |
| ** PLEASE ADD ROWS AND/OR PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET ** | | | | | |

Grant Requests Summary 2025 (FY26)

| Organization | Project Name/General Description | Grant Request Amount |
|--------------------------|----------------------------------|----------------------|
| Orange Community Players | Summer Production: Suessical | \$7,025.00 |
| Paws4ever | The Hillsborough Thrift Crawl | \$5,000.00 |

| | | |
|------------------------------------|-----------------------------|-------------|
| Alliance for Historic Hillsborough | Hillsborough Holiday Nights | \$10,000.00 |
| Indigenous Memories | Mars Hill Mural | \$10,000.00 |

| | | |
|--|-----------------------|-------------|
| Wendy Olsen Arboretum/Nature Park | Native Habitat Summit | \$8,604.00 |
| Total Amount of Grant Funding Requested: | | \$40,629.00 |

Guidance

Comments?

Suggestions

| | | |
|---------------|--|--|
| Fund it? | Bring in a fair amount of people to see the plays | |
| Not funded? | A 'crawl' implies that you can walk, but you cannot walk to all these places. | Thrift/vintage rack card should be made via Visitors Center |
| Refer to TDA? | Maybe refer to TDA? Maybe partially fund down the line if TDA funds? | Maybe split the costs with TDA? |
| Refer to TDA? | Need to answer some of the legal questions/ask more questions about location, like the idea of preservation of black spaces/people/landmarks | |
| Not funded? | Seems like a fair profit will be made for this organization without the funding, speaker fee was very high | Advetrising seems like it needs to be more robust to get lots of people there ROI doesn't seem high enough |