

Agenda

Tourism Board Regular Meeting

5:30 PM December 04, 2023

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



1. **Call to order**
2. **Agenda changes and approval**
3. **Minutes review and approval**
 - A. November 6, 2023
4. **Presentations**
 - A. Alliance (Visitors Center) Q1 Contracted Services Report
 - B. Burwell School Q1 Contracted Services Report
 - C. Hillsborough Arts Council Q1 Contracted Services Report
 - D. OC Museum Q1 Contracted Services Report
5. **Action items**
 - A. 2024 Tourism Board Meeting Schedule
6. **Discussion items**
7. **Monthly reports and comments**
8. **Adjournment**

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Minutes

TOURISM BOARD

Regular meeting

5:30 p.m. November 6, 2024

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



Present: Chair and Commissioner Matt Hughes, Rainbow Cabbage, Barney Caton, Barry Hupp, Megan Kimball, Victoria Pace, Eryk Pruitt and Scott Czechlewski

Absent: Smita Patel

Staff: Planning and Economic Development Manager Shannan Campbell

1. Call to order

Chair and Commissioner Matt Hughes called the meeting to order at 5:31 p.m. Planning and Economic Development Manager Shannan Campbell confirmed the presence of a quorum.

2. Agenda changes and approval

Motion: Board member Barry Hupp moved to approve the agenda as presented. Board member Rainbow Cabbage seconded.

Vote: 5-0.

3. Minutes review and approval

Minutes from regular meeting on September 12, 2023

Motion: Board member Barney Caton moved to approve the minutes as submitted. Board member Scott Czechlewski seconded.

Vote: 5-0.

Hupp pointed out one of the staff recommendations wasn't complete. Campbell made the correction.

Board members Megan Kimball and Victoria Pace arrived at 5:35.

4. Action items

A. Tourism Board Partnership in Downtown Parking Study (\$2,500)

Campbell summarized problems with parking downtown. Since the problem was identified by the town in 2019, the town has continued to grow, with more visitors and new businesses opening. She noted that when the Colonial Inn reopened, it didn't have sufficient parking for its employees and had to contract with businesses on the periphery of town to secure employee parking. A parking study was budgeted for FY 2019-2020. Then the pandemic hit, and the problem subsided. Businesses and tourism have now rebounded, and customers and businesses are complaining about a parking shortage, about where people are parking, and about how long they're staying. The parking study was originally funded in FY21 for \$50,000; the cost is now expected to be \$75,000. The local Metropolitan Planning Organization is being

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asked to contribute \$60,000, the town Board of Commissioners \$10,000, and the Tourism Board and the Tourism Development Authority \$2500 each for the new study. Campbell explained how the consultant would conduct its analysis. She said Orange County has done some preliminary work and will have to expand parking for its courthouse.

Czechlewski asked why the cost of the study had increased 50% in two years. Campbell said due to inflation the cost was now standard for the industry. Hupp asked how Carrboro had funded its study. Hughes said that study was probably funded largely by the Met Planning Organization. Cabbage asked who would be paying for the extra parking. Campbell said it would depend on where parking was needed. She said the Tourism Board might partner with the town and county. Czechlewski added there were numerous ways it could be funded.

Board member Meghan Kimball challenged the premise that more parking was the solution and said the town should promote sustainability by encouraging visitors to use other forms of transportation besides cars, like buses, park-and-ride lots, and shuttles. Campbell suggested the analysis could be called a multi-modal study rather than a parking study. There was a brief discussion of the planned train station and transport options for train riders.

Hupp said there were drivers who don't know that the Eno River Parking Deck offers free parking and suggested the town could provide better signage. Asked by Hughes if the board could weigh in on the Request for Proposals for the study, Campbell said yes, she could bring the RFP back to the board for review and comment. Kimball pointed out that Chapel Hill and Carrboro had decided years ago not to increase parking on campus and to promote bike lanes, free bus service, and park-and-ride lots instead. Hupp asked if the study would consider paid parking. Campbell said that's likely, but noted some critics of paid parking think it discourages visitors. Cabbage asked if the town was even willing to build more parking. Campbell said it would depend on where parking was needed; the study would likely to offer a range of solutions, from bike shares to a new parking deck. She said a deck would be expensive and require the collaboration of several partners to fund it. Kimball asked if the study could take into account the town's sustainability goals. Campbell said it could.

Cabbage asked if the Eno River Parking Deck was ever full. Hupp said only a few days a year. Kimball said the town shouldn't base parking plans on the rare shortages, but rather offer shuttles or park-and-rides on those days. Pace wondered if it was just a perception that there's a parking shortage, adding she'd never had trouble finding parking in town. Czechlewski pointed out the Chamber of Commerce lot, though small, is never full. Cabbage asked if signs could point drivers to underused spaces; Campbell cautioned that the town had to be careful about encouraging parking on private lots. She noted the study might recommend the town build a website like Chapel Hill's "Park on the Hill" that connects drivers to parking. Asked by Kimball if the consultants would be looking at electric vehicle charging stations, Campbell said at such stations were outside the scope of the study and that Orange County had done one study of them recently. She added that most of the currently available charging stations require several hours to charge a vehicle. Hupp suggested quick charging stations would make more sense downtown.

Motion: Board member Victoria Pace moved to allot \$2,500 to help fund the study. Caton seconded.

Hupp questioned limiting the study to the downtown district, which includes only a percentage of businesses that pay the food and beverage tax. Board members agreed that the study should at least include West Hillsborough and maybe an even wider area. Hupp noted that the large gravel parking lot on Nash St. is leased from the railroad, which could cancel its contract with nearby businesses at any time.

Asked about the amount the board was being asked to contribute, Hughes and Campbell said they had negotiated with the town commissioners to reduce the amount of the requested contribution. Cabbage worried that by funding the request the board would be cutting into the fund balance. Hughes and Pace said they thought new revenue numbers would show a healthy balance.

Vote: 5-2. Nays: Cabbage and Hupp.

5. Discussion Items

A. Tourism Board Funding Discussion (continued)

Campbell summarized changes she'd made to the quarterly reports for contract partners and to the rubric for scoring grant applications. There were numerous suggestions for improving the rubric. Czechlewski suggested rewording the criteria under "tourism impact," for example by stipulating that a high-ranking proposal provide return on investments that are "great" or "substantial" rather than "significant." There was discussion of whether the board should expect applicants to have partnerships in place for their proposals. Cabbage questioned whether a proposal needed to be "original" and "creative." Czechlewski, Pace, and Caton felt there was some value in including "originality." Cabbage thought the main criterion should be, "Is it a good fit for Hillsborough?" Czechlewski agreed that would be a good addition to the rubric. Kimball asked if the board received a proposal that it didn't like but it scored well, could there be legal challenges? Campbell said the rubric was a guide and that some members follow it more loosely than others. Hupp said he found it frustrating that he'd score one application, then on reading the next application, felt he had to go back and rescore the first. Czechlewski said he had the same experience, but thought that was to be expected when scoring. Asked by Kimball about legal challenges from applicants who were denied, Campbell said it would be difficult for an applicant to sue the board based on scores that are subjective. She noted the guide is meant to help applicants understand what the board is looking for. Cabbage pointed out that the Snow Approach Foundation proposal got the highest marks in the last grant cycle, but when the board considered that its tourism impact would be minimal, it decided not to fund the proposal. Asked whether applicants are sent the rubric, Campbell explained that it's posted on the application. Cabbage thought having to rescore applications after seeing other applications meant the rubric was flawed.

Czechlewski pointed out that it's common for scorers to go back and rescore a proposal or essay after they've seen more samples. Pace asked if the board could add a disclaimer, that the rubric is only a suggested guideline for applicants. Hughes thought the rubric was used for discussion among the board, not as quantifiable scores. He asked if there were too many possible numerical scores and suggested the range could be shortened from 1 to 8 to 1 to 4. Caton said he didn't think the board used the rubric for discussion: once board members submit their scores to Campbell, they're done with the scores and move on to discussion. Campbell noted that members seemed receptive to the criterion, "Is it good for Hillsborough?" Kimball suggested that criterion be worked into the category "tourism impact." She then proposed doing away with the weighing; Pace said she found the weight useful. Pruitt said he liked the idea of simplifying scores from 1 to 5.

There was discussion of the opera proposal that was turned down in the last grant cycle, and whether the board should provide feedback to the applicant. Czechlewski asked why none of the grant applicants attended the meeting in which the board discussed applications. Campbell explained that she doesn't invite applicants to attend, which might lead them to plead their case and entail a back-and-forth discussion between applicants and the board. Czechlewski said it might be an opportunity to ask applicants questions, as the board does with contract partners. Campbell explained that funding requests from contract partners were different: back-and-forth discussion was expected for those requests. She added that all aspects of a grant proposal should be clear in submitted applications, so the board doesn't

need to ask questions. Hughes asked Campbell if she had enough information and feedback to guide her in revising the rubric. Cabbage said the rubric should be scrapped all together.

Motion: Cabbage moved to discontinue using the scoring guide. Kimball seconded.

A brief discussion followed the motion. Kimball said she thought the board didn't need to score applications or give weight to categories in the rubric, but rather use a looser rubric as a tool to guide its thinking and help applicants know what it's looking for. Hupp thought all that was needed of the old rubric was the column describing an "excellent" application, which explains what the board is looking for. Caton said he liked the idea of a pared down form, with the addition of the criterion "a good fit for Hillsborough." Czechlewski said he didn't know of any organizations that made funding decisions without a rubric and that there should be some kind of guide. Pace expressed exasperation at the amount the time the board had spent on the topic and said members essentially agreed on what criteria should guide their decision making.

Motion: Pace motioned to end the discussion. Czechlewski seconded.
 Vote 7-0.

Vote on Cabbage's motion: 1-6: Nays: Caton, Czechlewski, Hupp, Kimball, Pace, and Pruitt.

Hughes said Cabbage and Czechlewski had agreed to continue to work on the rubric and would report back to the board in its December meeting.

6. Monthly reports and comments

A. Tourism Staff Report, Visitors Center Updates, & OC Visitors Bureau Updates

Campbell had several items to report:

- She will tell contract partners who are asking for funding increases to submit separate lines for separate items, such as advertising, personnel, and grounds maintenance, and to prioritize their requests for increases.
- Because some contract partners have new personnel, she plans to meet with them to clarify expectations. She will also advise them to submit more concise quarterly reports.
- The Uproar Festival concluded and was very successful, attracting lots of media attention and many visitors. Her report is forthcoming.
- The Tourism Development Authority has funded a mural on a wall of the Wooden Nickel.
- Updated food and beverage tax numbers for September will be available soon.
- The town has changed the procedure for sharing packets for board meetings: instead of being sent to members as email attachments, they will be posted online using a link to a new software template.

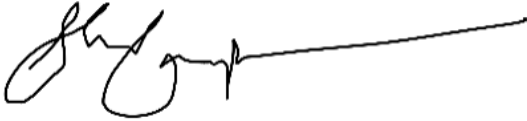
B. Board comments and updates

There were none.

7. Adjournment

Motion: Board member Eryk Pruitt moved to adjourn the meeting at 7:17 p.m. Hupp seconded.
 Vote: 7-0.

Respectfully submitted,



Shannan Campbell
Planning and Economic Development Manager
Staff support to the Hillsborough Tourism Board

Approved: Month X, 202X

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Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: The Alliance for Historic Hillsborough		
Contract Contact Person and Title: Amanda Boyd		
Contact Person Email: Director@historichillsborough.org	Contact Person Phone: 919-732-7741	
Organization Street Address: 150 E King St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 246,548		
Contract General Information		
Contract Quarter for Report: Q1 July - September	Amount of Contract Funding: \$ \$229,169.98	

Outline/Overview of this quarter's tourism events/programs/activities:

Throughout the fourth quarter, the Alliance for Historic Hillsborough performed the duties as outlined in the FY2022 Contract Scope of Work. We managed the Visitors Center, ensuring that it was open, free to the public, and staffed with paid personnel and well-trained volunteers. We are open seven days a week, Monday-Saturday 10-4 and Sunday 12-4. At the Visitors Center, we 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 also answer inquiries in person or via phone, email, mail, or through digital and social media, and we actively stock, promote, and manage the Hillsborough Visitors Center gift shop.

Visitors Greeted

- July 313
- August 302
- September 328

Heritage Education

- Field Trips - September = 72 students

Events Hosted in Q1

- Virtual Lunch & Learn Series continued in collaboration with The Burwell School Historic Site.
 - July: 40 in attendance
 - August: 47 in attendance
 - September: 29 in attendance
- Additional Outlandish Hillsborough Walking Tours and collaborative programming continue for August and September.
 - August: An Evening with Outlander - 2 walking tours and dinner at the Colonial Inn - 60 in attendance
 - September: 1 Outlandish Tour and Wee Swallie - walking tour and specialty drink tasting at Yonder - 31 in attendance
- We continued to facilitate village work days for the replica village
- We were able to increase our weekend history walking tours from twice a month to three times per month for Q1.
 - History Walking Tours July-September: 65 in attendance
 - Churton Street Stroll in Barney July - September: 1 in attendance

TOTAL SERVED Q1: 1,318

Please explain how the organization successfully promoted tourism in Hillsborough:

The Alliance worked with Tourism Board staff to implement our tourism marketing program.

Our work also included

- Maintained the tourism website
- Managing and implementing marketing strategies for social media channels
- Publishing a monthly e-newsletter
- Highlighting tourism-related events and special programs

- Creating a monthly calendar of events for town map kiosks.

Staff continues to distribute literature to regional welcome and transportation centers, and we provide visitor materials to locations around town. We will also continue to market to and assist groups with itinerary planning, educational programs, and special events to encourage group visitation. All efforts are in support and guidance of Shannan Campbell.

Tourism Programs we supported during Q1

- Uproar July - August
 - Assisted with setting up, social media awareness, radio ad campaigns, and served as a map depot/info station during the event
- HAC's Last Fridays - Q1
 - We continually offer social media and digital support to help promote the program. We also included blurbs of each month's events in our radio spots and ensured an updated presence of Last Friday offerings on the new landing page that was connected to this fiscal year's print marketing
- Hog Day - September
 - We were able to highlight the event via our social media and paid for a small Facebook boost to our online audience.
- Burwell Fest - September
 - We also boosted this event via Facebook and ensured its details were featured on our new landing page. We also included a blurb for the event in our paid radio ads.
- Collecto Con - September
 - We also boosted this event via Facebook and ensured its details were featured on our new landing page. We also included a blurb for the event in our paid radio ads.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 197 (15%)	Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 1,121
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Please describe how the actual number of residents and tourists served was measured (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):

We measure residents and tourists who come to the Visitors Center through our sign-in sheets and by doing a physical headcount. We measure program attendance through Eventbrite, which counts registrants, and through Zoom, which measures attendees.

Please describe how the contract partner joined with local hotels/motels to increase occupancy rates this quarter (if applicable):

In collaboration with Shannan Campbell, the Alliance works to focus marketing efforts towards events big or small. However, there is emphasis placed on tourism initiatives that help to encourage overnight stays, such as Hog Day and Last Fridays. We also work alongside the TDA-supported marketing efforts to help either enhance or cross-promote messaging when necessary.

Please describe how the organization partnered and informed local businesses of the partner's events/program/exhibits/etc. (if applicable):

See overview of Q1 events and tourism support

Please [calculate the overall economic impact](#) of any events/programs held this quarter (if applicable):

Total Expenditures: \$27,359 from Organization	Local Government Revenue \$1,629 from Organization
\$39,324 from Audience Total \$96,683	\$1,626 from Audience Total \$3,255
FTE Jobs: 2 from Organization	State Government Revenue

1 from Audience Total 3	\$2,911 from Organization	
Household Income \$37,494 from Organization	\$2,342 from Audience Total \$5,253	
\$17,045 from Audience Total \$54,539		
How many volunteers did the contract partner utilize this quarter: 6		How many volunteer hours were logged at the contract partner for this quarter: 120

Quarterly Reflections

Please explain some ‘successes’ this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

Successes:

1. Outlandish Hillsborough Walking Tours and Collaboration: We plan to continue to expand the Outlander-themed offerings. We have gotten requests for certain collaborations from additional Hillsborough businesses and look forward to creating more unique experiences for the Outlander fanbase.
2. Field Trips and Private tours: Ben has diligently been working on expanding our reach for field trips and private tours. Our bus tour program has relaunched and has received positive feedback, especially for those who may have mobility issues or limitations. Field trip requests continue to roll in. Ben has done a tremendous job looking at ways to curate an experience for kids with our historical partner in mind. We would like to explore alternative funding to help bring in children from areas whose transportation resources are limited.
3. Marketing & Promotion collaboration: I am extremely proud of our marketing and promotion efforts for Q1. While we have always been able to collaborate to support area events, Shannan and I focused our efforts towards a forward-thinking strategy, creating additional avenues such as the new landing page ‘experience Hillsborough.’ I’d like to continue to look for ways to collaborate in marketing ventures either by organic features, native articles, free press opportunities, or partner postings
 - Marketing Snapshots
 - Instagram: Audience grew by 159
 - Facebook: Audience grew by 69
 - Newsletter
 - Audience grew by 74
 - Open rate averaged 40%
 - Average Click Rate 347
 - Website Traffic
 - Users grew by 1k
 - experience hillsborough landing page received 1243 visits

Please explain any ways that the organization ran into unexpected roadblocks or difficulties and/or some preliminary ideas on how the organization can overcome those in the future (if applicable):

Obtaining new volunteers: Like all area nonprofits, we continue to struggle to find new volunteers. We would like to increase our tour offerings and would like additional hands in planning and executing our events, but we have found it challenging to receive active participation.

Week-day events: We have received an increased number of walking tour requests for the weekdays, especially Monday and Thursday. While we aren’t able to accommodate this request at this time, we are looking to navigate our staffing schedule to accommodate in the Spring.

Community event Participation: The Uproar Arts Festival had an amazing turnout for its first year! Like many other local community events, we do our best to participate in a way that is supportive, which generally includes marketing and promotion. We would like to take a more active support role for Uproar at the next chance, with our staff being made available to help set up and organize when needed. We have begun tackling this initiative with events such as the Gingerbread House Tour, Hometown Holidays, and Solstice Lantern Walk. Working to make our staff available for set up and additional assistance beyond marketing will help the Alliance build deeper ties in the community and help us to be more informed about the details and ongoings of the events visitors are coming to Hillsborough for.

Marketing and Sustainability

Please explain how the organization marketed and promoted themselves as a tourism destination and/or promoted their events/programming/projects for this quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

FY24 Advertising and Marketing Plan for Q1 included

- Radio
 - WHUP seasonal ad (purchased by TDA, managed by AHH)
 - WUNC Summer ad August
- Print
 - Chapel Hill Chamber Map (TDA)
 - Raleigh Mag Traveler Guide
- Digital
 - WRAL email blast August Day Trip Guide
- Social
 - Chapel Hill Mag Reel (TDA)
 - Uproar Reel Boost
 - Collecto Con boost
 - Fall Fest Boost

FY24 Promotional Material Q1

- Visitor Information handouts
 - Parks and Recreation location and details
 - Restaurant guide

Please provide any information on any fundraising the organization did this quarter and how that supports the long-term, sustainable, financial goals of the organization:

Our goal for this current fiscal year is better our current income sources such as history tours, specialty tours, bus tours, field trips, and virtual scholarly educational content. As we partner and support the other historic sites and community organization in Hillsborough, we are careful not to pull attention with bold fundraising initiatives but instead, we are striving to expand and perfect the niches that are a strong suit to the Alliance. As mentioned before, we have seen a growth in history and are quickly finding ways to combine our focus of tourism/visitor services, heritage education, and preservation. Bettering these programs will help us to focus on continued growth and better understand how we can continue to support the development of our partners.

The Alliance also provides donation opportunity both on our website and during all free programming. Since much of our programming is collaborative, we do hope folks keep in mind that a certain percentage of proceeds are donated to our partners so we all can continue to work together delivering quality content and curated experiences.

Budget Adjustments (if applicable, do not include if there are no changes)				
a. Item	b. Amount Needed via Contract Funding in FY21 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
Ex: Revolutionary War Re-enactors	Ex: \$1,000	Ex: \$2,000		
i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	\$8,000
1. Operations- Utilities	\$	\$	\$	
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) = \$23,400	\$	\$	\$	
3. Operations- Insurance/Safety Items	\$	\$	\$	
4. Advertising- Social Media/Online	\$	\$	\$	
5. Advertising- Print Ads, Brochures, Postcards	\$	\$	\$	
6. Data Processing- Website Maintenance, E-newsletters	\$	\$	\$	
7. Exhibits/Displays/Attraction Development	\$	\$	\$	
8. Special Projects/Events Admin	\$	\$	\$	
9. Bands	\$	\$	\$	
10.	\$	\$	\$	
11.	\$	\$	\$	
12.	\$	\$	\$	
13.	\$	\$	\$	
14.	\$	\$	\$	
15.	\$	\$	\$	

TOTALS (sum of each column)	\$	\$	\$	
** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				
Signatures				
I hereby certify that the information contained in this quarterly report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.				
EXECUTIVE DIRECTOR				
Signature:			Date:	
Printed Name:				
BOARD CHAIRPERSON				
Signature:			Date:	
Printed Name:				
CONTRACT CONTACT PERSON (if different than Executive Director)				
Signature:			Date:	
Printed Name:				

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Burwell School Historic Site		
Contract Contact Person and Title: Emma Vadney, Site Coordinator		
Contact Person Email: burwellsc@gmail.com	Contact Person Phone: (919)732-7451	
Organization Street Address: 319 N Churton St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$165,378.00		
Contract General Information		
Contract Quarter for Report: FY24 Q1 (July-Sept)	Amount of Contract Funding: \$21,250	
Outline/Overview of this quarter's tourism events/programs/activities:		
<p>The Historic Hillsborough Commission was pleased to present the following events & programs in collaboration with various local partners in the 1st quarter of FY24:</p>		
July 2023		
<ul style="list-style-type: none"> • Lunch & Learn: Views on Slavery and the Digitization of Records – July 12. In this virtual collaboration with the Alliance, HHC Commissioner Judge Beverly Scarlett and Orange County Register of Deeds Mark Chilton discussed the usage of archives to perform genealogical research on Black and indigenous families. It was well-attended and prompted great discussions about slave records and genealogy. 		
August 2023		
<ul style="list-style-type: none"> • Star Party – August 12. The Burwell School hosted a Star Party on our front lawn, where we invited visitors to set up blankets and lawn chairs to view the Perseid Meteor Shower. Whit's Frozen Custard graciously came out to sell their delicious treats and the Chapel Hill Astronomical and Observing Society brought giant telescopes. Burwell also sold beverages. This free event was extremely well-attended, with over 200 attendees. • C. Georgina C. Book Reading – August 13. The Burwell School was honored to host author C. Georgina C. for the inaugural reading of her new novel, <i>Lizzy</i>, a work of historical fiction about Elizabeth Hobbs Keckly. The event featured introductions by County Commissioner Kathleen Ferguson and Hillsborough Mayor Jenn Weaver, a presentation by the author, a Q&A session, and refreshments provided by the HHC. The reading was free and was well-attended by 35 participants. • Lunch & Learn: Interpreting WPA Slave Narratives – August 16. Former HHC Commissioner and current Research Committee member Betty Eidenier presented on this important primary resource created 1936-1939 by the WPA Federal Writers Project to record life histories of people who had been enslaved. She explained how to locate and use the narratives, which belong to our Library of 		

Congress, and contextualized the interviews which were intended to be faithful verbatim accounts, yet vary by state and by interviewers.

- **Last Friday: Enslavement, Presbyterianism, and the Burwells – August 25.** In collaboration with the Hillsborough Presbyterian Church, we presented this Last Friday program focused on the connections between the Church, the Burwell family, and the institution of slavery that was so integral to both. HHC Commissioner Steve Peck presented on the Burwell family, while the HPC presented on the Church report that investigated the history of slavery within the church. The Church also provided ice cream after the presentations. This program was extremely well-attended, with almost 70 individuals in the audience.

September 2023

- **Lunch & Learn: Pilgrimage to Montgomery & Racial Equity – September 13.** This final presentation of our collaborative Lunch & Learn series featured HHC Commissioner Felton Foushee. He discussed the dark history of lynchings in Orange County before detailing his recent travels with a student group to Montgomery. This important conversation about racial equity was a wonderful way to wrap up the Lunch & Learn series!
- **Fall Festival – September 23.** Our free Fall Festival featured local vendors, a silent auction, a tag sale, a bake sale, and photo opportunities. We appreciate the Alliance for their assistance in marketing the event. The forecasted tropical storm prompted us to move the event indoors. Despite the deluge, we were still able to hold a relatively successful event, with 120 attendees throughout the day.
- **Last Friday: Bees in Your Neighborhood?! What Luck! – September 29.** This free Last Friday event featured master beekeeper C. Bee, who gave an informative presentation on beekeeping and the amazing lives of bees. Bee brought several tools of the trade to share with the audience, and Burwell Finance Director Kat Kirschner provided samples of local honey. Bee also held a Q&A session, where they patiently answered questions from a highly engaged audience. Our attendance for this event was 19.

Please explain how the organization successfully promoted tourism in Hillsborough:

The Burwell School continues to promote tourism in Hillsborough by collaborating with local organizations, providing free site tours five days a week, and by increasing our online presence through digital communications and social media. Beyond our typical hours of operation, Burwell also hosted 4 programs/events, participated in 2 townwide events (including a partnership with the Hillsborough Presbyterian Church), and collaborated with the Alliance to present 3 virtual programs, engaging a broad demographic. In addition, our greeters and staff continue to encourage all visitors to stop by the Hillsborough Visitor's Center and Gift Shop, the Orange County Historical Museum, Hillsborough Arts Council, and Ayr Mount, among other local sites and businesses. We also maintain marketing items (i.e.: rack cards) from many of our partner organizations and encourage visitors to take them to learn even more about Hillsborough. Through our increased digital presence, we also promote and interact with local sites and businesses.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: **348**

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: **348**

Please describe how the actual number of residents and tourists served was measured (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):

Resident and tourist numbers are measured in several different ways:

1. Greeters and docents complete onsite sign-in and monitoring of walk-ins and individual tours.
2. Staff tracks group tours.
3. Separate sign-in sheets monitored by volunteers track free in-person events.
4. Paid in-person event details are tracked by ticket sales and day-of registrations.
5. Online program details are tracked by ticket sales and day-of registrations.

The Burwell site had a total of 696 visitors in Q1. Although some visitors choose to identify their home location when signing our guest book, we estimate the number of residents versus tourists, as not all visitors check in directly with the site. Additionally, many of our visitors come from nearby areas such as Chapel Hill and Durham. We continue to work to improve data collection for our events so we can more accurately report numbers of residents vs. tourists.

Please describe how the contract partner joined with local hotel/motels to increase occupancy rates this quarter (if applicable):

N/A

Please describe how the organization partnered and informed local businesses of the partner's events/program/exhibits/etc. (if applicable):

As a collaborative partner with the Alliance for Historic Hillsborough and the Orange County Historical Museum, we often assist in promoting and highlighting their events through our social media outlets, newsletters, or other marketing avenues. We continue to utilize both our Facebook and Instagram accounts as a way to promote additional Hillsborough business partners as well, such as the Hillsborough Arts Council, the Chamber of Commerce, etc. Our followers can view upcoming local events and business "shout-outs" via these avenues, helping spark an interest in other areas of Hillsborough. In addition, Burwell partnered this quarter with the Alliance for Historic Hillsborough, the Hillsborough Presbyterian Church, Whit's Frozen Custard, and the Hillsborough Arts Council to present programs and events. We utilized social media and in-person visits to inform local businesses of Burwell events, particularly using bulletin boards in businesses like Cup-a-Joe to display fliers alongside community postings.

Please [calculate the overall economic impact](#) of any events/programs held this quarter (if applicable):

TOTAL ECONOMIC IMPACT					
	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$340	0	\$222	\$10	\$17
AUDIENCES:	\$8,951	0	\$3,880	\$370	\$533
TOTAL:	\$9,291	0	\$4,102	\$380	\$550

4

How many volunteers did the contract partner utilize this quarter: **40**

How many volunteer hours were logged at the contract partner for this quarter: **830**

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

- **Thanks to a successful year of fundraising, as well as the generosity of our partners such as the HTB, we were able to hire a full-time Site Coordinator, who began work this quarter. She has been able to focus on marketing and grant applications in addition to providing organizational support and on-site management.**
- **In her expanded role as Historical Coordinator, Ashley Low has worked diligently alongside a task force of commissioners to install a brand-new exhibit chronicling the early years of the Historic Hillsborough Commission. This exhibit is both physical and digital and is sure to draw more visitors.**
- **With a full staff, Burwell has been able to plan and host more community events than ever before. We held 6 events in the first quarter alone, with 6 more planned for Q2. Our Q1 events produced historic visitor numbers, more than any single quarter in the past two fiscal years.**
- **Our Site Coordinator has dramatically expanded our digital footprint, allowing us to reach more visitors. We now have a presence on Nextdoor and TikTok, and have listed Burwell events on new platforms such as INDY News's online calendar. Our Instagram engagement has increased by nearly 100% this quarter. We plan to continue our strategy of daily posts in order to expand our reach and draw in even more visitors.**

Please explain any ways that the organization ran into unexpected roadblocks or difficulties and/or some preliminary ideas on how the organization can overcome those in the future (if applicable):

- **We continue to look to expand our volunteer base beyond our commissioners and our longtime dedicated volunteers. This is particularly important as we have ramped up our community presence with events and regular operating hours, which puts more strain on our current staff and volunteer base.**
- **One of our four docents took another weekend position, leaving us shorthanded for about a month. However, we were able to quickly hire a new docent who will begin work in Q2.**
- **Weather has not been on our side lately! Our Fall Festival fundraiser was held during a tropical storm, demanding a last-minute changing of plans. We hope the rain gods will smile a bit more kindly on us in the future so that we can hold all events as originally planned.**

Please explain how the organization marketed and promoted themselves as a tourism destination and/or promoted their events/programming/projects for this quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

We promote all of Hillsborough through our social media marketing and online newsletters. Our online presence has grown immensely this quarter in an effort to provide entertaining and informational content to our audience and to reach more potential tourists. In September, we began posting every day in an effort to grow our audience and bring them new and exciting content. This strategy paid off, as our Facebook visits increased by 144%. On Instagram, we saw a 28.8% increase in accounts reached, 63% increase in accounts engaged, and a 1.4% increase in total followers. By increasing our social media activity, we continue to promote ourselves as a tourism destination to local and global audiences.

We continue to utilize our social media to feature upcoming events in the area and share Hillsborough businesses' posts. We are excited to continue expanding our collaboration in the form of social media by cross-promoting events with other businesses and organizations.

In addition, we were able to return to monthly newsletters to promote Burwell events and maintain regular communication with our audience. Staff intends to expand our newsletters and continue marketing Burwell and Hillsborough as a tourism destination by reaching out to other local businesses regularly to include upcoming events and announcements. This provides quality information for the readers, as well as helping establish a partnership among private and nonprofit organizations in Hillsborough.

Please provide any information on any fundraising the organization did this quarter and how that supports the long-term, sustainable, financial goals of the organization:

The Burwell School hosted one fundraising event this quarter. Our Fall Festival was held on September 23 from 10am to 4pm and featured local vendors, a silent auction, a bake sale, and photo opportunities for children. Despite the tropical storm that decided to hit Hillsborough that day, we reported 120 attendees and brought in more cash than anticipated, particularly as we chose to refund vendors who decided to stay home due to the weather. We grossed \$2,322 for this event, working towards our annual goal of \$24,700.



We also initiated our Annual Fund campaign, which will kick into full gear in Q2. This fund is a critical part of Burwell's annual budget, with a goal of \$46,214. In Q1, we sent the first round of donor letters to HHC members and will follow up with letters to our full donor list in Q2. We grossed \$995 in Q1.

Finally, we had a massively successful quarter with our gift shop and group tours. We grossed \$1,080, nearly meeting our annual goal of \$1,675. We look forward to building on our success next quarter.

The HHC Finance Committee, led by Treasurer Sharon Ringwalt, has voted to begin work on a longer-term financial plan for the Commission. A new committee will be formed for the purpose of developing this strategic plan.

Budget Adjustments (if applicable, do not include if there are no changes)

a. Item	b. Amount Needed via Contract Funding in FY21 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
Ex: Revolutionary War Re-enactors	Ex: \$1,000	Ex: \$2,000		
i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	\$8,000
1. Operations- Utilities	\$	\$	\$	
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) = \$23,400	\$	\$	\$	
3. Operations- Insurance/Safety Items	\$	\$	\$	
4. Advertising- Social Media/Online	\$	\$	\$	
5. Advertising- Print Ads, Brochures, Postcards	\$	\$	\$	
6. Data Processing- Website Maintenance, E-newsletters	\$	\$	\$	
7. Exhibits/Displays/Attraction Development	\$	\$	\$	
8. Special Projects/Events Admin	\$	\$	\$	
9. Bands	\$	\$	\$	
10.	\$	\$	\$	
11.	\$	\$	\$	
12.	\$	\$	\$	
13.	\$	\$	\$	
14.	\$	\$	\$	
15.	\$	\$	\$	
TOTALS (sum of each column)	\$	\$	\$	
** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				

Signatures	
I hereby certify that the information contained in this quarterly report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.	
EXECUTIVE DIRECTOR	
Signature: N/A	Date:
Printed Name:	
BOARD CHAIRPERSON	
Signature:  <small>Matt Hughes (Nov 27, 2023 13:47 EST)</small>	Date: 11/27/2023
Printed Name: Matt Hughes	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:  <small>Emma Vadney (Nov 27, 2023 11:58 EST)</small>	Date: 11/27/23
Printed Name: Emma Vadney	

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: <ul style="list-style-type: none"> ● Chelsea Maier, Board Member ● Iva Beveridge, Program & Marketing Director (programs@hillsboroughartscouncil.org) ● Joshua Collins, Board Chair 		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-643-2500	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 395,000		
Contract General Information		
Contract Quarter for Report: 1st Quarter (July-Sept)	Amount of Contract Funding: \$7,125/Qtr	

Outline/Overview of this quarter's tourism events/programs/activities:

- Last Fridays & the Art Walk (LFAW): July 28 (Dog Days of Summer), August 25 (Back to School / Arts Education), September 29 (Fall Fun)
- Gallery & Gift Shop (G&GS): Open 6 days per week, Tues-Sun 12-4pm + Fri & Sat 11am-7pm + until 9pm during Last Fridays
- HAC/C3 Satellite Gallery: Open weekdays 9am-5pm & during Last Fridays (not funded by this grant)
- Weekend of Art (Handmade Parade & Market): Initial steps of the planning phase began in May, which included contacting key collaborating artists & stakeholders to identify the date for the 2024 occurrence of this program. The current plan is to host May 31st through June 1st. HAC is currently reviewing the budget to plan for participating contracted artists.

Please explain how the organization successfully promoted tourism in Hillsborough:

The Hillsborough Arts Council is proud to serve our mission of building community through the arts while driving tourism, economic impact, and public engagement with all art forms. This fiscal year we continue to focus on fostering strong relationships across cultural organizations, businesses, neighborhoods, and schools in Hillsborough and Orange County. This quarter was filled with monthly Last Fridays & the Art Walk activities, growth in sales at the G&GS, and an increased focus on ArtCycle, our primary arts in education program.

The 2023 season of Last Fridays & the Art Walk (LFAW) has been structured to entice repeat visitation month after month and to encourage tourists and locals alike to build LFAW as recurring events into their monthly social calendar. This also ensures tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. Additionally, we have layered in special "themed" months, as was the case with the July LFAW with Dog Days of Summer which boasted dog-themed arts activities across the afternoon, and the August LFAW which promoted arts education & featured back-to-school activities. Each month of Q1, we have scheduled live music on the back of the Old Courthouse Lawn and by leveraging this central downtown platform to showcase emerging musicians and host shorter sets of live music, we have had success in balancing the various needs and desires for how Last Fridays entertainment can best support our community. Visitors generally stop by for 1-2 hours of music on the lawn, connect directly with artists at the Makers Market, participate in art making, receive event details & tourism suggestions at the HAC info booth, and then continue roaming Hillsborough as they make their way along the Art Walk.

This quarter, LFAW drew thousands of visitors with the Art Walk, Living Arts Collective in River Park, the Roaming Poets series, and continued Makers Markets. Through consistent elements of our programming with thematic variations and monthly collaborations with featured artists and community groups, our LFAW events highlighted engaging festivities as outlined below, driving tourism across Hillsborough.

- July's "Dog Days of Summer" Last Friday & the Art Walk featured:
 - Uproar Festival of Public Art - Roaming Poets toured Uproar Public Art sites in Hillsborough to promote the county-wide festival.
 - Paws4ever - Rescue puppy station

- Pet-themed coloring pages by local artist Jamie Lawson
- Pop-up Pet Portraits offered by Katie Smith Photography
- Tre Charles performed live music on the courthouse lawn
- August’s “Back-to-School/Arts Education” Last Friday & the Art Walk featured:
 - ArtCycle Supply Drive - A collaboration with Orange County Schools, accepting donations of new and barely used art and school supplies for students returning in the 2023-2024 school year. We officially launched year-round ArtCycle Drop-Off Boxes at HAC, the Orange County Public Library, and Studio 71, seeing a successful stream of donations benefiting Arts Education in Orange County Schools.
 - Bull City Music School student performance with Brown Sugar Strings on the courthouse lawn.
- September’s “Fall Fun” Last Friday & the Art Walk featured:
 - Belly dancers
 - Hillsborough Independent Dance Artists performance in
 - Orange County Historical Museum’s Collecto-Con fashion show and launch party.
 - Sunsp.t performed on the courthouse lawn
 - Cedar Walk Wellness Center hosted the Unity Wellness Event which offered donation-based wellness services which were then donated to HAC.

Another way we have had success in boosting tourism is through collaborations with other artists and cultural groups. In River Park, the Living Arts Collective has been cultivating space for Hillsborough’s multi-cultural community of drummers and dancers. Each month they offer unique ways for visitors of all ages to express themselves and interact with nature, history, and art. Leveraging partnerships like these examples (and many others) to provide Last Fridays programming increases the number of people who are likely to visit from out of town to participate and make memories in our wonderful, artistic community.

In addition to our special exhibitions this quarter, we continued operating the G&GS 6 days/week with extended hours every Friday and Saturday evening, staying open until 7pm to contribute to Hillsborough’s nightlife and offer visitors a fun shopping experience & tourist resource while they’re dining out. Volunteers are recruited and oriented through this venue and HAC events as well as other local tourism-driving activities are cross-promoted through marketing materials provided on-site.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: ~2,100

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~5,900

Please describe how the actual number of residents and tourists served was measured (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):

Ways we track attendance:

- Clicker counter at G&GS
- Responses to event listings on Facebook
- Estimates & headcounts of crowds at Last Fridays
- Geographic information collected via in-person surveying at G&GS (at least 20% of visitors on average are successfully surveyed) & thru event registration forms (when applicable)
- Registration forms for events where registration is required, also yields geo/demographic info

Gallery & Gift Shop - clicker counter for total visitation & survey for capturing a statistically significant percentage of geographic information

Total Visitors: 3224

July: 1095

August: 1120

September: 1009

Tourists/Geographical Data: 74% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 61% of those tourists visiting from outside of Orange County as well.

Last Fridays & the Art Walk

We estimate between 1500-2500 visitors to Hillsborough during the Last Fridays Art Walk event each month. This data is collected based on attendance reports at Art Walk venues, as well as headcounts taken at entertainment and programming zones. Additionally, responses to Facebook Events and visitation to event details online are taken into consideration. On average, 150 of the thousands of visitors to each Last Fridays stop by to directly engage with our info booth & art-making activities (hosted during the Makers Markets that occur May-October), which often include first-time attendees or new tourists to Hillsborough.

Geographical information for LFAW is currently assessed based on statistics collected from other programs, which indicate that HAC programs attract on average about 25-35% residents of Hillsborough and 65-75% visitors from other towns/counties/states. We also look at website traffic and identify correlations between digital and in-person engagement with our activities.

Please describe how the contract partner joined with local hotels/motels to increase occupancy rates this quarter (if applicable):

- The Colonial Inn is a participating venue for the Last Fridays & the Art Walk season. They host live music in their courtyard and specials as part of this monthly event.
- The Colonial Inn is promoted in our ongoing marketing, showcasing this premier hotel choice for anyone wanting to extend their stay at a HAC event to spend the weekend in historic Hillsborough
- The Colonial Inn, Yonder: Southern Cocktails and Brew, Tom Steven's Gallery and Margaret Lane Gallery all hosted poets during LFAW in Q1.

- LFAW activities occurring monthly with rotating activities strategically spread out across each month entices repeat visitation and extended/overnight stays, especially as we collaborate with other groups hosting activities during the weekends when a LFAW is happening.

Please describe how the organization partnered and informed local businesses of the partner's events/program/exhibits/etc. (if applicable):

- Ongoing process to collect information needed from participating venues for LFAW 2023 season - secured their participation in early Feb & shared loose themes for inspiration & awareness of what HAC will be doing to boost visitation; google forms, online web forms, etc. are used in follow-ups sent to venues each month with a final line-up of monthly activities & requests to get their details for cross promotion
- Direct emails, posting in DT merchant & other local FB groups/pages, stopping by businesses to discuss plans, scheduling recurring meetings to align with other cultural partners on opportunities for overlap, posting dates to Alliance's community partners calendar as well as public-facing community event calendars around Hillsborough, Orange County, and the Triangle
- Establishing HAC's website as a reliable source for event information that is updated multiple times per month to inform viewers of detailed activities

Please [calculate the overall economic impact](#) of any events/programs held this quarter (if applicable):

HAC's direct expenses for LFAW during Q1 (July - September) was \$6800. Using the Arts and Economic Prosperity Calculator, LFAW expenditures brought a total of \$14,561 in revenue for the state government and a total of \$10,061 in revenue for local government. 5 FTE positions were supported through our work, and a total of \$107,906 of household income was generated through our expenses. A total of \$238,692 was spent by our audiences at LFAW.

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

CALCULATE →

RESET →

PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$6,800"/>	<input type="text" value="0"/>	<input type="text" value="\$4,445"/>	<input type="text" value="\$193"/>	<input type="text" value="\$345"/>
AUDIENCES:	<input type="text" value="\$238,692"/>	<input type="text" value="5"/>	<input type="text" value="\$103,461"/>	<input type="text" value="\$9,868"/>	<input type="text" value="\$14,216"/>
TOTAL:	<input type="text" value="\$245,492"/>	<input type="text" value="5"/>	<input type="text" value="\$107,906"/>	<input type="text" value="\$10,061"/>	<input type="text" value="\$14,561"/>

How many volunteers did the contract partner utilize this quarter: 42

How many volunteer hours were logged at the contract partner for this quarter: 373

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

- The return of the Makers Markets on the Old Courthouse lawn was extremely well received, especially by the artists and other vendors who are eager to share their work at Last Fridays. This element also helps to provide a central location for event information & entertainment, while not competing with the brick-and-mortar businesses offering activities nearby.
 - We host the Makers Markets component of LFAW only during the months of May-October because of the increased risk of poor weather and how early the sun sets during the “shoulder” months. This year our decision to maintain that schedule was affirmed by the experience of more risky weather conditions in March and April.
 - Having live music on the Old Courthouse lawn has helped satisfy requests from the community for an accessible live music option that is not tied to a specific venue.
 - The return of food vendors to the Makers Market is a new addition this season and has been a great improvement in terms of offering quick, affordable, family-friendly options during the event. We have not hosted food trucks at LFAW since pre-pandemic and while we are still working out some logistical issues with parking and the street closure, we are overall very happy with how well the curated food truck selection is complementing the existing Hillsborough restaurant scene. As with music & other entertainment hosted by HAC, we are careful to avoid competition with other local businesses when making decisions on who to feature.
- HAC’s marketing efforts ramped up this quarter in a way that has elevated the overall mission and branding of HAC, helping to further amplify the visibility of Hillsborough’s arts scene and the tourism projects that we facilitate. This is thanks to the tremendous work of HAC’s Program & Marketing Director, Iva Beveridge, who has been fine-tuning and tracking HAC’s PR/marketing efforts since early 2021.
- The Gallery & Gift Shop continues to provide record levels of income to local artists, thanks to the growing number of visitors who find their way to this venue for shopping, arts intel, and tourism information. Compared to the same timeframe last year, G&GS sales are ahead by 35% and total visitation is ahead by 17%.
- HAC launched its first official internship program which operates under the leadership of our Program & Marketing Director, Iva Beveridge, and with administrative assistance from our Gallery & Volunteer Manager with support from other staff depending on the scope of the internship being offered each session. Our first intern began working alongside our team in June and is focused on expanding the marketing efforts of the organization, particularly in regards to attracting a younger and more diverse audience to HAC’s programming. Key intern responsibilities are below:
 - Graphic Design (social media content, event fliers, organizational assets (A-frame sidewalk sign, HAC bookmark), print ads, on-site & pre-event signage.)
 - Social Media Content Calendar Management
 - Occasional Website Updates
 - E-News & PR Support
 - On-Site Event Support
 - Post-Event Marketing Impact Analysis
- The Living Arts Collective activities in River Park have become an essential element of Last Fridays, especially for visitors who typically were not drawn to more traditional Art Walk/gallery events.

The drumming, dancing, and family-friendly offerings have created an inclusive environment with a focus on improvisation and self-expression through the arts. It has been wonderful to see the diverse community that builds each month through this partnership.

Please explain any ways that the organization ran into unexpected roadblocks or difficulties and/or some preliminary ideas on how the organization can overcome those in the future (if applicable):

- As audience participation grows for programs like Last Fridays, we are aware of the strains it puts on existing infrastructure, particularly the limited public parking options available around town. We are keeping a close eye towards how quickly the public parking areas fill up during these events, and welcome guidance/suggestions from the Town on how best to facilitate continued growth in tourism.
- Though not unexpected, an ongoing challenge we encountered this quarter is the need to identify and build relationships with more volunteers who can help plan and execute core programs. We will continue optimizing our volunteer recruitment efforts so HAC programs stay on track in every season and so that staff bandwidth is not always fully maxed out.

Please explain how the organization marketed and promoted themselves as a tourism destination and/or promoted their events/programming/projects for this quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

HAC continues to promote events through:

- Email & monthly e-newsletters
- Social media & online calendar postings
- Paid Ads
- Fliers/Signage/Banners
- Radio
- Cross-promotion and collaboration with artists, local businesses, & community partners
- Quarterly Press Packages

We continue to expand PR locally and regionally. HAC's events and event photography receive widespread attention and excitement from HAC's proprietary marketing, cross-promotional efforts, and organic news channels.

EXAMPLES (more visuals will be provided via presentation during the meeting):

- Monthly ad spot on WUNC-FM to promote Last Fridays & the Art Walk
- 2023 LFAW Season Rack Card with Art Walk Venues, Dates, QR code to info online & general activities to expect distributed at key tourist/visitor stops
- Print Ads in local media/partner outlets
- 2023 website keeps marketing fresh and optimizes visitor experience to easily find what they're looking for. Additionally, the interactive Last Fridays map highlights key programming zones & participating venues.
 - We've had success establishing HAC's website & social platforms as go-to resources for arts events in Hboro
- Monthly LFAW Banners at Welcome to Hillsborough & the Historic Orange County Courthouse banners on the week before and night of each event.
- Monthly LFAW one-pager & event flyers - branded, quick & easy to use info about what special programming we have rotating each month - shared online, at G&GS, HAC info booth, and at art walk venues, with expanded distribution of flyers promoting specially-themed components (e.g. ArtCycle Supply Drive)
- The G&GS & our monthly HAC info booth (when active, May-October) are hubs for other tourism materials & we have made space for signs, rack cards, and brochures as long as it aligns with our general mission to build community through the arts
- Press packets distributed at least quarterly to 250+ arts organizations and media outlets. Includes links to website, press release copy, marketing assets (icons, social graphics), high-quality photography with image credits, and more
- Community calendar listings - posted to 20+ calendars in the Triangle to promote our events
- FB events - created events for each activity we have scheduled this spring and for each LFAW in 2023 season

LFAW public-facing web-page for full monthly event details: www.LastFridays.org

[HAC Facebook Posts](#)
[HAC Instagram Posts](#)

[Q1 Press Package](#)
[ArtCycle / August Last Fridays Press Package](#)



HAC Programs in the MEDIA:

Our Q1 tourism activities were featured by a variety of media/community partners, including the Alliance/Visit Hillsborough, Visit Chapel Hill, Chamber of Commerce, OCHM & Burwell School, Orange County Artist Commission, Orange County Players, Town of Hillsborough, and more. Events were publicized in digital and print media, including coverage by WUNC, Indy Week, WRAL, CBS17, ABC11, WHUP, News of Orange, Chapel Hill Mag, Triangle on the Cheap, Hulafrog, and more.

Please provide any information on any fundraising the organization did this quarter and how that supports the long-term, sustainable, financial goals of the organization:

HAC is dedicated to supporting our communities' enjoyment and engagement through the arts and it is essential that our organization receives support from the community to continue to provide programmatic events that are dear to those that attend. We are dedicated to fundraising throughout the LFAW season as HAC board and staff members attend LFAW whenever possible, garnished with their HAC name badge which includes a QR code linked to our donation site. While attending LFAW and interacting with visitors, staff and board members can direct attendees to HAC's giving page at a moment's notice. This fundraising method has proven effective and also encourages our staff and board to connect with visitors, whether new or seasoned to the monthly LFAW festivities. We plan to have a donor/sponsor/volunteer appreciation event in October to thank those that continue to support HAC monetarily or through their in-kind time as a volunteer. Additionally, we continue to foster our year-on-year donors, "Sustainers". By reaching out to new donors at LFAW we increase our pool of potential Sustainers for the future. Finally, planning has begun for next year's fundraising event, Equinox, which will occur during the spring.

Budget Adjustments (if applicable, do not include if there are no changes)				
a. Item	b. Amount Needed via Contract Funding in FY21 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
Ex: Revolutionary War Re-enactors	Ex: \$1,000	Ex: \$2,000		
i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	\$8,000
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10.	\$	\$	\$	
11.	\$	\$	\$	
12.	\$	\$	\$	
13.	\$	\$	\$	
14.	\$	\$	\$	
15.	\$	\$	\$	
TOTALS (sum of each column)	\$	\$	\$	
** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				

Signatures	
I hereby certify that the information contained in this quarterly report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.	
EXECUTIVE DIRECTOR	
Signature:	Date:
Printed Name:	
BOARD CHAIRPERSON	
Signature: 	Date: November 27, 2023
Printed Name: Joshua Collins	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature: 	Date: November 26, 2023
Printed Name: Chelsea R. Maier	

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Orange County Historical Museum		
Contract Contact Person and Title: Catie Atkinson, Site Manager		
Contact Person Email: manager@orangehistorync.org	Contact Person Phone: 919-732-2201	
Organization Street Address: 201 N Churton St		
City: Hillsborough	State: NC	ZIP Code: 27302
Organization's Annual Operating Budget: \$145,680		
Contract General Information		
Contract Quarter for Report: 1 st Quarter(July-September)	Amount of Contract Funding: \$14,025 per quarter (\$56,100 total)	

Outline/Overview of this quarter’s tourism events/programs/activities:

The Orange County Historical Museum was very busy during Q1, hosting a variety of programs and events. Some of these programs and events were held in town, either at the Museum or at other venues, while others were held outside of town for other organizations in an effort to share the Museum with a new audience who will hopefully visit the Museum in the future.

- July 22 – Kids’ Space grand re-opening with additional activities including butter making, quill pen writing, and basket weaving.
- August 14 – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” to the Upper Eno Heritage Group in Efland.
- September 6 – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” to the Durham chapter of the Daughters of the American Revolution.
- September 10 – Screening of “The Closing of a School: The History and Legacy of Central High School” at the Passmore Center in Hillsborough. This event was attended by over 100 individuals.
- September 14 – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” at the Passmore Center in Hillsborough.
- September 29 – Collecto-Con day one, featuring a talk on metal detecting and a vintage fashion and jewelry show. These events saw over 100 attendees.
- September 30 – Collecto-Con day two, featuring sessions from a variety of collectors, a collector meet-and-greet, a collector house tour, and a closing reception. These sessions saw a combined attendance of 90 people.

In addition to programs and events, we hosted several field trips. Field trips serve to expose younger audiences to all the Museum has to offer. Many students who visit the Museum during a field trip return later with their families to play in Kids’ Space or attend programs and events.

- August 25 – Roots School
- September 1 – Roots School
- September 15 – Hillsborough Elementary

Contract Partner Tourism Impact	
Please estimate the number of residents the contract partner served for this quarter: 190 Orange County Residents (including 156 from Hillsborough)	Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 465 from Outside Orange County

Please describe how the actual number of residents and tourists served was measured (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):

The Museum tracks on-site guests manually by having the front desk associate tally the number of visitors the museum received as well as asking visitors for their zip code. Additionally, program attendance is tracked through ticket sales, event registrations, and counts by staff at events.

Please describe how the contract partner joined with local hotel/motels to increase occupancy rates this quarter (if applicable):

N/A

Please describe how the organization partnered and informed local businesses of the partner's events/program/exhibits/etc. (if applicable):

- Featuring earrings from Carlisle and Linney in our gift shop that fit with the theme of our current special exhibit along with business cards to encourage guests to visit the store
- Providing rack cards and other materials to other sites in Hillsborough, as well as featuring promotional material from other sites in the Museum
- Tagging other sites in town in social media posts and sharing their content
- Worked with food and beverage establishments in Hillsborough to create Collecto-Crawl, a challenge for visitors and residents to patronize 10 of 20 establishments featured on the map.
- Distributed flyers for Collecto-Con to various local businesses to display.

Please [calculate the overall economic impact](#) of any events/programs held this quarter (if applicable):

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

→ → →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$31,857"/>	<input type="text" value="1"/>	<input type="text" value="\$20,824"/>	<input type="text" value="\$905"/>	<input type="text" value="\$1,617"/>
AUDIENCES:	<input type="text" value="\$39,116"/>	<input type="text" value="1"/>	<input type="text" value="\$16,955"/>	<input type="text" value="\$1,617"/>	<input type="text" value="\$2,330"/>
TOTAL:	<input type="text" value="\$70,973"/>	<input type="text" value="2"/>	<input type="text" value="\$37,779"/>	<input type="text" value="\$2,522"/>	<input type="text" value="\$3,947"/>

The majority of daily visitors to the Museum are from out of town, meaning they are spending the day in Hillsborough. We are asked frequently by these visitors for recommendations for places to eat lunch, grab a drink, or shop. We direct them to the local business downtown. It is safe to assume the majority of visitors to the Museum are patronizing the local shops and restaurants downtown during their visit o Hillsborough, increasing the economic impact.

Additionally, the greatest benefit of the Orange County Historical Museum is not the economic impact. We are the stewards of Orange County history, preserving and conserving hundreds of artifacts and documents spanning the entire history of Orange County and Hillsborough. Without us, the stories of those that came before us would be lost, and the rich culture of Hillsborough would be diminished.

How many volunteers did the contract partner utilize this quarter: 11

How many volunteer hours were logged at the contract partner for this quarter: 106.5

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

One success the Museum saw this quarter was the official re-opening of Kid's Space, our interactive learning space where kids can experience the history of Orange County through play. Approximately 75 individuals attended our grand opening on July 22nd where we hosted several additional hands-on activities, including butter making, quill pen writing, and basket making. Since the re-opening, we have seen an increase in visitors age 0-18 for Q1 (146) as compared to FY 22-23 Q1 (67). Additionally, we have seen many repeat visitors to kids space, with children asking their parents to come back and play. We will continue to advertise kids space to the appropriate demographics, including handing out promotional cards during downtown trick-or-treating. School groups that visit are invited to play in Kid's Space as well, which has resulted in children returning with their families, which is something we will continue with upcoming field trips.

Another success the Museum saw in Q1 was the very successful screening of "The Closing of a School" a documentary about Central High School and the integration of that school. The screening was held on September 10th at the Passmore Center in Hillsborough, and saw 110 attendees. The Museum provided support during the creation of the documentary, so it was wonderful to see such a positive reaction from the audience. Additionally, the screening provided an opportunity for attendees to discuss their experiences with integration and racial prejudice in the schools at the time. This screening and discussion helps further the Museum's goal to help tell the story of all of Orange County's history.

Finally, one of our biggest successes this quarter was our Collecto-Con event held September 29th and 30th. This event showcased many of the collectors featured in our Treasure Hunters exhibit. The two-day event included a vintage clothing and jewelry fashion show on Friday night with Lindsley Bowen of Carlisle and Linny and Alyssa Javadi of Ally Bee Clothing, two collectors featured in the exhibit. Saturday featured talks from collectors on metal detecting, European armor, African Art, Quaker documents and books, and gems and minerals, as well as a collector meet and greet. There was an attendance of 195 individuals across all sessions, with many people coming in from out of town having seen the advertisements in INDY Week. This was one of the largest events with the most moving parts the Museum has put on, and

Please explain any ways that the organization ran into unexpected roadblocks or difficulties and/or some preliminary ideas on how the organization can overcome those in the future (if applicable):

N/A

Marketing and Sustainability

Please explain how the organization marketed and promoted themselves as a tourism destination and/or promoted their events/programming/projects for this quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

The Orange County Historical Museum made use of social media and e-newsletters as our primary means of marketing and promoting. The Museum posts daily on Facebook and Instagram with updates about upcoming events, local history facts, exhibit information, and more. We also repost partner organizations posts on our Instagram story when appropriate. We send out monthly newsletters on the first of each month to subscribers detailing everything that is happening in the month ahead.

The Museum also produces rack cards for the Museum in general, special exhibits, and tours which are available at the Museum and are made available to partner organizations around town. Rack cards have also been distributed to historic sites and Museums in the area.

Press releases for events were made available to local new outlets.

This quarter in particular, our marketing efforts increased in order to promote Collecto-Con. We made use of several marketing and promotional venues, including:

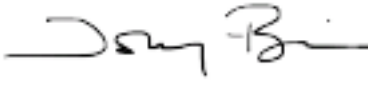

- A home page ad banner on Chapelboro
- An interview with Aaron Keck
- Advertisement in INDY Week September 20th issue
- Advertisement in INDY Week Field Guide
- Sponsored INDY Week e-blast
- Advertisement in News of Orange
- Posters displayed in local businesses and on telephone poles around downtown

Please provide any information on any fundraising the organization did this quarter and how that supports the long-term, sustainable, financial goals of the organization:

The main fundraising efforts for the Museum occur in Q2 and Q4. However, throughout the year we include a link to donate in all e-newsletters sent to subscribers. Additionally, we always have a donation jar and QR code to access our online donation platform at the front desk. While direct major fundraising efforts did not occur this quarter, all events and programs indirectly support our fundraising efforts, by attracting new supporters and showing existing supporters the types of programs the Museum is able to produce with their support. We consider every program and event a friend-raiser, a way to get people invested in what the Museum is doing so they will hopefully donate in the future.

Budget Adjustments (if applicable, do not include if there are no changes)

a. Item	b. Amount Needed via Contract Funding in FY21 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
Ex: Revolutionary War Re-enactors	Ex: \$1,000	Ex: \$2,000		
i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	\$8,000
1. Operations- Utilities	\$	\$	\$	
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) = \$23,400	\$	\$	\$	
3. Operations- Insurance/Safety Items	\$	\$	\$	
4. Advertising- Social Media/Online	\$	\$	\$	
5. Advertising- Print Ads, Brochures, Postcards	\$	\$	\$	
6. Data Processing- Website Maintenance, E-newsletters	\$	\$	\$	
7. Exhibits/Displays/Attraction Development	\$	\$	\$	
8. Special Projects/Events Admin	\$	\$	\$	
9. Bands	\$	\$	\$	
10.	\$	\$	\$	
11.	\$	\$	\$	
12.	\$	\$	\$	
13.	\$	\$	\$	
14.	\$	\$	\$	
15.	\$	\$	\$	
TOTALS (sum of each column)	\$	\$	\$	
** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				

Signatures	
I hereby certify that the information contained in this quarterly report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.	
EXECUTIVE DIRECTOR N/A	
Signature:	Date:
Printed Name:	
BOARD CHAIRPERSON	
Signature: 	Date: 11/24/23
Printed Name: Tonya Brami	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature: 	Date: 11/24/23
Printed Name: Catie Atkinson	

THE ORANGE COUNTY HISTORICAL MUSEUM PRESENTS



COLLECTO-COUTURE
Vintage Jewelry and Fashion Show

6:30PM Doors Open
Enjoy a mocktail, take a selfie, and find a seat
7PM Show Begins
Featuring vintage jewelry and dresses from the 1920s to 1990s

HOSTED BY LINDSLEY BOWEN AND ALYSSA JAVADI

Dress for the occasion
Prize for the best dressed



For information and registration visit orangehistorync.org/events



FEATURING
Orange County Collectors and their Diverse Treasures
PRESENTED BY



FEATURING
Collecto-Couture
Vintage Jewelry & Fashion Show

Presentations
Metal Detecting,
European Armor
Quaker History
Chewa Art
Rocks & Gems
Folk Art Buildings

Collector
Meet-and-Greet

Collecto-Crawl
Treasure Hunt Tour of Pubs and Restaurants

FOR INFORMATION & REGISTRATION VISIT
WWW.ORANGEHISTORYNC.ORG

PRESENTED BY



FOR INFORMATION & REGISTRATION VISIT
WWW.ORANGEHISTORYNC.ORG

Central High

A powerful and moving film!

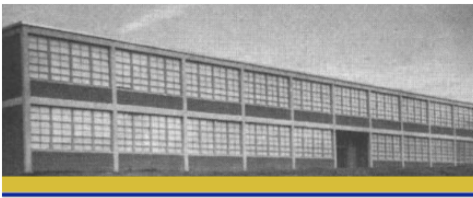
The Orange County Historical Museum is teaming up with the creators of the Central High Documentary, Spirit Freedom, and the Orange County Department on Aging to present:

"The Closing of a School: The History and Legacy of Central High."

This documentary explores the history Central High School and its importance to our community. The first section depicts the unique bond among the community, teachers, students, and their families, which resulted in a creating a dynamic and successful educational experience for its students. Showcased in this section are Principal A.L. Stanback, various teachers, coaches, and parents. The second part presents the trials and tribulations of integration -- the resistance to integration as well as the bravery and determination of the students facing the backlash.

It was written and directed by Dr. Iris T. Chapman; filmmakers were Teri Burnette and Aniya Bourne.

September 10



A Public Screening of the Documentary

The Closing of a School: THE HISTORY AND LEGACY OF CENTRAL HIGH

September 10, 2023
3 PM

At the Passmore Center, Hillsborough



September 29 and 30



A two-day Treasure Hunter extravaganza!

Friday, September 29

- **5:00 – 6:00 PM** – "Adventures in Metal Detecting" with Richard Von Furstenburg
- **7:00 – 8:00 PM** – **Collecto-Couture**, a Vintage Jewelry and Clothing Fashion Show by collectors Lindsay Bowen and Alyssa Javadi; dress for the occasion, prize for best dressed, mocktails served
- **8:00 PM** – **Collecto-Crawl**, Kick-off of Treasure Hunt Tour of Hillsborough's Restaurants, Pubs, and Stores

Saturday, September 30

- **9:00 – 10:00 AM** – **"One Step at a Time,"** Wade Allen, Collector of Medieval European Armor
- **10:30 – 11:15 AM** – **"Making Connections,"** Nancy Haines, Collector of Quaker Artifacts
- **11:30 – 12:15 AM** – **"In the Field,"** Laurel Kilgore, Collector of Chewa Art of Malawi
- **12:15 – 1:30 PM** – **Lunch at Local Establishments**
- **1:30 – 2:15 PM** – **"The Wealth of the World in your Hands,"** Loren Hintz Collector of Rocks, Gems and Minerals
- **2:30 – 4:00 PM** – **Speed Dating with a Collector**, not actually dating but a Collector Meet-and-Greet
- **Jacquelyn Gibbs:** "Cruets and Science"
- **Cliff Younger:** "Records: the Soundtracks to Life"
- **Nancy Espersen:** "Tempest in a Teapot: How I Ended up Collecting Over 400 Teapots"
- **Tom Jepsen:** "More than Dots and Dashes: Telegraphs and Radios"
- **Rachel and Gabi Bergman:** "Happy Trails: the Art of Breyer Horses"
- **Richard Fitzpatrick:** "Bonzo, the Dog that Made the World Smile"
- **4:30 – 6:00 PM** – **"From the Ground Up,"** Steven Burke and Randy Campbell, Collectors of American Folk Art Buildings. Includes a tour of their home, nearby on Tryon Street
- **6:00 – 7:00 PM** – **Closing Reception at the Museum**

Unless otherwise noted, all sessions will occur at the Hillsborough Presbyterian Church, 102 W. Tryon Street

Collecto-Crawl

A treasure map tour of Hillsborough's independent food and beverage establishments

Make a purchase at 10 of the 20 Hillsborough establishments featured on the map, have an employee verify the purchase with a signature, and return the completed map to the Orange County Historical Museum for a prize!

Challenge runs through December 31, 2023



Downtown Hillsborough



West Hillsborough

Register



orangehistorync

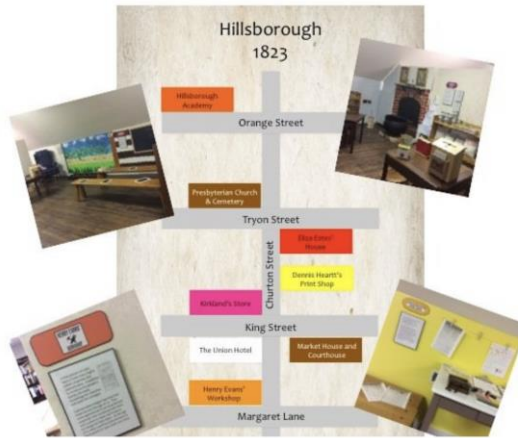


7 likes

orangehistorync Collecto-Con is coming! This Treasure Hunter extravaganza will be held Sep 29 and 30. Events include a Collecto-Couture, Vintage Jewelry & Fashion Show, presentation incredible collections, Collector Meet-and -Gr the Kick-off of Collecto-Crawl. For a full sched www.orangehistorync.org/events

September 6

KIDS' SPACE Grand Re-opening



Liked by hillsboroughnc and 6 others

orangehistorync Stop in the Museum tomorrow for a celebration in our newly updated Kids' Space. In addition to hand-on play, there will be crafts, stories, games, and an ice cream social at 3 PM. More information at www.orangehistorync.org

July 21

A TREASURE HUI EXTRAVAGAN

FEATURING

- Collecto-Couture: a Vintage Clothing & Jewelry Fashion Show
- Presentations on Metal Detecting, European Armor, Quakers, Chewa Art, Rocks & Gems, Folk Art Buildings
- Speed Dating with a Collector
- Collecto-Crawl: a Treasure Hunt Tour of Pubs and Restaurants

PRESENTED BY



FOR INFORMATION & REGISTRATION VISIT WWW.ORANGEHISTORYNC.ORG



Liked by hannah_2707_ and 15 others

orangehistorync Collecto-Con is this weekend! Don't miss the fun. Get your tickets today. Full schedule of events and tickets at www.orangehistorync.org

View all 3 comments

Section 4, Item D.

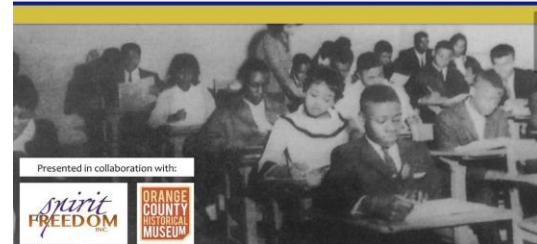


A Public Screening of the Documentary

The Closing of a School: THE HISTORY AND LEGACY OF CENTRAL HIGH

September 10, 2023
3 PM

At the Passmore Center, Hillsborough



Presented in collaboration with:



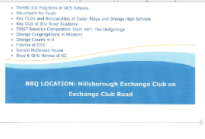
Liked by hillsboroughnc and 17 others

orangehistorync Save the date: along with Spirit Freedom and the Central High School Documentary filmmakers, we will be hosting a free public screening of "The Closing of a School: The History and Legacy of Central High" on September 10 at 3 PM at the Passmore Center. It's history everyone in Orange County should know and a fantastic film.



8 likes

orangehistorync Don't miss Collecto-Couture. On Friday, September 29 we will host a vintage jewelry and fashion show featuring clothing and accessories from the 1920s-2000s. Collectors Lindsley Bowen (#carlisleandlinny) and Alyssa Javadi (#alleybeesvintage) will be your hosts. Dress occasion. A prize will be awarded for the best Mocktails will be served. Tickets available at www.orangehistorync.org/events.



Friday, September 29 5:00 p.m. – 8:00 p.m. :
 Saturday, September 30 9:00 a.m. – 7:00 p.m.

Collecto-Con starts this weekend. It's a two-day collector extravaganza. Over two days this weekend, collectors w their collections in various ways, including a collector pr vintage jewelry and fashion show, and a collecto-crawl: map tour. Get your tickets to Collecto-Con [here](#).

On Air Today: 'Collecto-Con' at the Orange County Historical Museum

Posted by Aaron Keck | Sep 22, 2023 | On Air Today

97.9 The Hill WCHL and Chapelboro.com are your headquarters for local news and local voices in Chapel Hill-Carrboro. Every weekday morning, 97.9 The Hill's Aaron Keck chats with government officials, UNC scholars, business and nonprofit leaders, area musicians, and others in our community as they share their thoughts, their experience, and their expertise on the central issues of today. [Click here to listen back to all of Aaron's conversations](#) – and tune in to "This Morning with Aaron Keck" at 7:30 a.m. on 97.9 The Hill to hear those conversations live.

The Orange County Historical Museum is holding a weekend-long "Collecto-Con" to celebrate their new exhibit, "Treasure Hunters"! Friday and Saturday, September 29-30, everyone's invited to the museum for a treasure hunt, a fashion show, lectures, home tours, a Saturday evening reception, and more. (The exhibit itself runs through December 31, featuring the interesting and eclectic collections of Orange County residents.)

Aaron discussed the exhibit and with Courtney Smith and Catie Atkinson of the Orange County Historical Museum. Visit [OrangeHistoryNC.org](https://www.OrangeHistoryNC.org) for details on the exhibit and the event.



Listen:



Podcast: [Play in new window](#) | [Download](#)

Subscribe: [RSS](#)

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\$500 OFF*

919-695-7310

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- › CRAWL SPACE REPAIR
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*Ten percent off any job over \$2000 up to a max of \$500. Coupons must be presented at time of inspection. Offer may not be combined with any other offer. Limit one per customer. Ask Inspector for further details. Promo valid through 9/30/2023.

309 W MORGAN ST | DURHAM, NC | 919-560-3030 | [CAROLINATHEATRE.ORG](https://www.carolinatheatre.org)

FEATURING

- **Collecto-Couture:** a Vintage Clothing & Jewelry Fashion Show
- **Presentations:** Metal Detecting, European Armor, Quakers, Chewa Art, Rocks & Gems, Folk Art Buildings
- **Collector Meet-and-Greet**
- **Collecto-Crawl:** a Treasure map Tour of Hillsborough's Food and Drink Venues

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FOR SCHEDULE & REGISTRATION VISIT
[ORANGEHISTORYNC.ORG](https://www.OrangeHistoryNC.org)

Wiltonwood Productions presents

Aila's Journal:

A Tale of Southern Reconstruction

New Historical Fiction
by
Charles M. Clemmons

"Superb historical fiction"
 "A strong, compelling book"
 "A story to love"
 "*****"

Charles M. Clemmons

Visit www.wiltonwood.com/ailas-journal.html

The story of White and Black families in Coastal Carolina from the Civil War through Reconstruction. For the former slaves and their sympathizers, it is an era of continuing repression, hate, bigotry, and violence.

Meeting Schedule: 2024

TOURISM BOARD

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. Please check the website for the most up-to-date information.

Regular meetings

Regular meetings typically occur the first Monday of the month, unless impacted by a holiday.

*No January Meeting OR January 2, 2024 (Tuesday) Regular meeting

February 5, 2024 Regular meeting

March 4, 2024 Regular meeting

April 1, 2024 Regular meeting

May 6, 2024 Regular meeting

June 3, 2024 Budget Public Hearing Meeting

*No July Meeting OR July 1, 2024 (Monday) Regular Meeting

August 5, 2024 Regular meeting

*September 10, 2024 Regular meeting

October 7, 2024 Regular meeting

November 4, 2024 Regular meeting

December 2, 2024 Regular meeting

*Denotes a schedule shift change due to a holiday

