

Hillsborough Tourism Board FY2025 Contract Bi-annual Report & Evaluation



Organization Information		
Organization Name: The Alliance for Historic Hillsborough (Visit Hillsborough)		
Contract Contact Person and Title: Amanda Boyd - Executive Director		
Contact Person Email: director@historichillsborough.org	Contact Person Phone: 919-732-7741	
Organization Street Address: 150 E King Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's TOTAL Annual Operating Budget: \$ 304,514		
Contract General Information		
July-December Report	TOTAL Amount of YEARLY Contract Funding: \$ 250,676	

Outline/Overview of the organization's tourism events/programs/activities to-date:

Visit Hillsborough Initiatives

- Visitor Center
 - AHH ensured the Visitor Center was open to visitors 7 days a week: Monday through Saturday, 10-4, and Sundays, 12-4
 - AHH oversaw several maintenance projects for the historic Dickson House and public restrooms
 - AHH maintained Helen's Garden while working with the Hillsborough Garden Club in their generous garden renovations that will be completed in May 2025.
- Marketing Visit Hillsborough only
 - Created a general ad for Chapel Hill Chamber Mao
 - Managed Triangle Weekender giveaway via Durham Magazine
 - Worked with WUNC for seasonal messaging
 - Assisted with logistics for WRAL Out & About highlight and commercial
 - Developed ad for Raleigh Magazine Travel issue
 - Created print ad for Showcase Magazine
 - Created ads for relocation guides (Durham and Chapel Hill)
 - Worked with Roboro Currier to highlight winter events
 - Partnered with QC Mag/Discover Carolinas for social media and print ads *continuous throughout FY 2025
 - Worked with WHUP for seasonal and general radio messaging for the TDA
 - Created print ad for Mebane welcome guide
- Social Media Visit Hillsborough only
 - Triangle Media
 - Discover Carolinas
 - Holiday events boost on Meta

Programs

- AHH Hosted
 - Outlandish Walking Tour (Collaborations) - 75 attendees
 - Historic Hillsborough Walking Tours - 41 people served
 - West Hillsborough Walking Tours - 8 people served
 - Friday Night Ceilidh (Collaboration with HAC's Last Fridays) - 550 attendees
 - Outlandish Hillsborough Scottish Festival - 3000 attendees / over 2000 tickets sold
 - Spirit's Tours (collaboration with Orange Community Players) - 199 tickets sold
 - Santa photos/Tree lighting (Collaboration with Chamber) - 528 attendees
- AHH Supported
 - Hog Day
 - Burwell Fall Fest
 - Hammer of the Scots - OCHM
 - Haunted Hillsborough Tours
 - Downtown Trick-or-Treat

- Shop Small Saturday
- Gingerbread house tour

Please explain how the organization successfully promoted tourism in Hillsborough in this part of the fiscal year:

All efforts by the AHH through the Visit Hillsborough budget are dedicated to promoting tourism. While prioritizing key tourism partners, AHH highlights all aspects of our town that align with tourism pillars. In addition to managing the Hillsborough Visitor Center, we focus on marketing and social media to reach wider audiences and position our community as a must-visit destination. We actively collaborate with local businesses and organizations hosting events or programs, providing comprehensive marketing support, and offering direct assistance when possible.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: This is calculated annually

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: 5489

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):

Visitor Sign-ins: Visitors to the Dickson House are asked to sign in and let us know where they are visiting from. If they do not wish to sign in, our volunteers and front desk staff are trained to ask and record. Sign-ins are recorded and organized in an excel program for annual reporting of total number of visitors and their locations.

Programs: We are currently switching from Eventbrite to Zeffy, which will allow us to collect more accurate location information. We use a visitor number clicker for free programs that do not require registration.

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

The Alliance partnered with the Colonial Inn for the Triangle Media hotel stay giveaway and Outlandish ticket package. The social media reel received over 10k views, 173 likes, 130 comments, 31 shares, and 60 saves.

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

Visit Hillsborough: View the marketing outline above.

Alliance: The Alliance partners with local businesses to market and promote major community programs. We offer a collaborative approach, inviting businesses to participate in ways that align with their offerings. For example, during the Outlandish Hillsborough Scottish Festival, we engaged West Hillsborough and downtown businesses to share specials or programs that complemented the event. Businesses like Yonder, Nomad, Margaret Lane Gallery, OC History Museum, Haunted Hillsborough Tours, and Saltire Gallerie provided unique offerings, which we promoted directly to our audience through social media, print, and email marketing.

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

Outlandish Hillsborough - 3000K attendees

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$64,000	2	\$41,835	\$1,818	\$3,248
AUDIENCES:	\$89,509	2	\$38,798	\$3,700	\$5,331
TOTAL:	\$153,509	4	\$80,633	\$5,518	\$8,579

How many volunteers did the contract partner utilize: 19

How many volunteer hours were logged at the contract partner:
698 (Value of \$12,324)

Bi-annual Reflections

Please explain some 'successes' and/or things that went well and some preliminary ideas on how the organization can expand on those in the following part of the year or in the next fiscal year:

1. Outlandish Hillsborough Scottish Festival: We hit our marks for ticket sales to make this a sustainable event for 2026 (FY2027). While we don't anticipate to host this event annually, we do believe we can create smaller programs for off-years that will appeal to this audience and allow for more collaboration locally.
2. Influencer collaboration for social media marketing: Visit Hillsborough's partnership with Discover Carolina has been our biggest success in social media marketing collaborations. See analytics below. AHH believes we continue to invest in this form of marketing to continue to pull in diverse audiences.
 - a. Underrated Towns (Paid): 56k views, 1340 likes, 54 comments, 660 shares, 625 saves
 - b. Speedway (free): 68k views, 4105 likes, 113 comments, 1372 shares, 514 saves
3. Santa and Tree Lighting Collaboration: The Alliance welcomes over 500 visitors to see Santa at the Dickson House, many of which stayed to attend the tree lighting. This was the first year to have the tree lighting on a different day than the holiday parade and the first collaboration for this event between the current staff of the Chamber and AHH. The day's success is attributed to the partnership between the two organizations, and we would like to see how we can continue to expand this as a holiday kick-off event.

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):

1. Outlandish Growth: The AHH learned many lessons regarding festival logistics and has worked with Ayr Mount to outline growth expectations for 2026. Examples include:
 - a. Trash collection services
 - b. Parking and free shuttle access routes
 - c. Onsite food vendors for Ayr Mount
 - d. Expanded offerings for day - of events to promote growth
2. West Hillsborough Walking Tour: The initial launches of the West Hillsborough Walking Tour fell flat of our expectations. We hope to revamp the marketing for all walking tours for the next tour season and better highlight the differences between the downtown and West walking tours.

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

See the marketing outline above.

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

The AHH operates on a contract for services to run the Hillsborough Visitor Center, maintain the Alexander Dickson house and grounds, assist in the managing of the Visit Hillsborough social media and marketing efforts, host annual free community events/programs as supported by tourism funds, and support all area businesses and organizations succeed in tourism efforts through Visit Hillsborough channels.

Visit Hillsborough-funded programs for q1 &q2

- Photos with Santa (shared expense with Hillsborough Chamber's tree lighting)

Other Revenue streams for Visit Hillsborough/Visitor Services

- Hillsborough Gift Shop sales - funds are earmarked annually to be reserved for visitor center-specific projects *can not be used by the Alliance.

As a separate and independent initiative of the tourism contract, the AHH works towards accomplishing mission-related projects in heritage education and preservation. In those efforts we have created multiple avenues of financial support through paid walking tours, donation encouragement via programming, paid field trips and private tours, and grant support for funding of programs held outside of Visit Hillsborough.

Alliance funded programs for q1 and q2 include:

- Friday Night Ceilidh (sponsored by NC A250 grant funding)
- Outlandish Hillsborough Scottish Festival: funding included special events tourism grant, Jenrette Foundation grant, and sponsorships

Other Revenue Streams for AHH Q1 and Q2

- OC Outside Agency Grant - earmarked for Telling the Full Story and programs
- NC Humanities Grant - earmarked for Telling the Full Story initiatives
- Walking Tours - Served 41 people
- Field Trips - Served 312 students
- Private Tours - Served 34 people

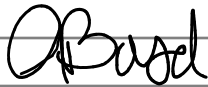
Budget Adjustments or Updates (if applicable- do not include if there are no changes and things are right on budget. This is an opportunity to let the board know of any changes per the contract.)

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 bi-annual 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 (digital is fine):



Date: 01/11/2025

Printed Name: Amanda Boyd

BOARD CHAIRPERSON

Signature (digital is fine):

Date:

Printed Name: Megan Kimball

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:

Date:

Printed Name:

Alliance for Historic Hillsborough
Profit + Loss Statement
Operating Account
2nd Quarter FY 2024-2025

		Period Activity 2nd Quarter FY 2024-2025	YTD Actual	FY 2024-2025 Budget	% Annual Budget
INCOME					
	Meals Tax 60% Fund	125,342.00	125,342.00	248,801.00	50.38%
	Interest Earned	398.77	965.27	100.00	965.27%
	Helen's Garden Interest Earned	137.38	332.55		
	Interest Subtotal	536.15	1,297.82		
	Miscellaneous Income	-	-	150.00	0.00%
	Operations Fund Total Income	125,878.15	126,639.82	249,051.00	50.85%
	Gift Shop				
	Gift Shop Sales	2,039.26	4,351.93	5,000.00	87.04%
	Less: Cost of Goods Sold	410.00	572.50	3,000.00	19.08%
	Less: Sales Tax	-	-	375.00	0.00%
	Gift Shop - Net Income	1,629.26	3,779.43	1,625.00	232.58%
	Total Income	127,507.41	130,419.25	250,676.00	52.03%
EXPENSES					
	Personnel				
	Salaries	37,726.79	70,918.58	130,323.00	54.42%
	Benefits	4,825.71	8,571.26	20,063.00	42.72%
	Payroll Taxes	2,867.45	5,404.72	9,970.00	54.21%
	Subtotal	45,419.95	84,894.56	160,356.00	52.94%
	Programs				
	Visitor Services	2,134.69	3,816.53	6,000.00	63.61%
	Special Events	245.39	464.61	3,500.00	13.27%
	Volunteer Management	67.08	70.95	200.00	35.48%
	OSBN Village		5,376.52	10,000.00	53.77%
	Marketing	5,934.26	18,389.86	30,000.00	61.30%
	Subtotal	8,381.42	28,118.47	49,700.00	56.58%
	Overhead				
	Rent	1,560.00	3,120.00	3,120.00	100.00%
	Utilities	1,189.77	2,313.62	4,500.00	51.41%
	Phone/Internet	606.60	1,213.20	2,200.00	55.15%
	Miscellaneous	-	-	750.00	0.00%
	Subtotal	3,356.37	6,646.82	10,570.00	62.88%
	Capital Expenses				
	Computers	-	-		
	Furniture	-	-		
	Visitor's Center Improvements	-	-		
	Other	-	-		
	Subtotal	-	-	-	
	Admin/Operations				
	Merchant and Credit Card Fees	43.59	104.78	250.00	41.91%
	Dues/Subscriptions	800.00	1,070.00	1,966.00	54.43%
	Insurance	1,672.00	1,672.00	1,974.00	84.70%
	Office Supplies	194.35	565.82	500.00	113.16%
	Partnerships and Visibility		-		
	Professional Development	759.00	759.00	1,000.00	75.90%
	Professional Fees	2,242.79	4,479.28	8,700.00	51.49%
	Software and Technology	198.00	387.00	1,240.00	31.21%
	Subtotal	5,909.73	9,037.88	15,630.00	57.82%
	Maintenance				
	Building	20.41	78.16	500.00	15.63%
	Cleaning of Site	1,620.00	3,240.00	6,700.00	48.36%
	Grounds	1,397.50	1,397.50	6,000.00	23.29%
	Pest Control	68.00	136.00	250.00	54.40%
	Public Restroom Supplies	48.94	260.31	500.00	52.06%
	Subtotal	3,154.85	5,111.97	13,950.00	36.64%
	Total Expenses	66,222.32	133,809.70	250,206.00	53.48%
NET ORDINARY INCOME		61,285.09	(3,390.45)	470.00	-721.37%

Hillsborough Tourism Board FY2025 Contract Bi-annual 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 TOTAL Annual Operating Budget: \$ 168,875		
Contract General Information		
July-December Report or January-June?	TOTAL Amount of YEARLY Contract Funding: \$70,000	

Outline/Overview of the organization's tourism events/programs/activities to-date:

July

- **Deep Roots: A History of a Hillsborough Family**
 - The Burwell School hosted a lecture by Historic Hillsborough Commissioner Rodney Mayo, descendant of Umstead Mayo, a free Black laborer who worked at the Burwell School. Rodney presented research into his family history and his connections to the BSHS. This free program was well-attended and has been made available on our website.

August

- **Star Party**
 - August saw the return of our popular Star Party. The Chapel Hill Astronomical Observation Society (CHAOS) and Whit's Frozen Custard once again came out to set up on the front lawn of Burwell. Despite a postponement due to a tropical storm, 67 guests enjoyed the night sky.
- **Back to School at Burwell: Tales of Antebellum Teachers in Hillsborough**
 - The Burwell School Research Committee has worked hard on researching the Burwell School teachers over the past few years. This program allowed members of the committee to present their discoveries to the public for the first time. The free lecture saw 23 guests packed into the South Parlor and has been made available on our website.

September

- **Fall Festival**
 - Finally, some good weather for our Fall Festival! This year's fall fundraiser offered vendors, historic children's games, a tag sale, a bake sale, and more. We welcomed almost 350 guests throughout the day – a large increase in attendance over 2023. We look forward to continuing to expand this fundraising event in the future.

October

- **Halloween at Burwell**
 - The Burwell School offered free children's crafts and tours guided by costumed interpreters for Halloween. Families were invited to create a Halloween mask and stay for a brand-new tour guided by characters like Anna Burwell and Josiah Collins III. Almost 90 guests attended this free program.

November

- **"In the Footsteps of Daniel Boone" Book Reading**
 - We were pleased to host author Randell Jones for a reading and signing of his new book, *In the Footsteps of Daniel Boone*. 31 guests attended.

December

- **Hillsborough Holiday Parade**
 - We are fortunate that the Hillsborough Holiday Parade travels directly past the BSHS. This year, we moved our cookies and cocoa operation down to the fence line to be closer to the crowds. While our fundraising efforts were successful, it was wonderful to talk with community members and see children enjoying our expansive front lawn.
- **Holiday Tours**
 - With the site decked out for the holidays, we offered a brand-new holiday tour in the week before our annual winter closure. Guests could enjoy new stories about the Burwell family at Christmas time, connections to James Taylor, and the activities of enslaved people at the holidays. Admission was a recommended \$5 donation per person. Approximately 50 guests attended over the course of the week.

Please explain how the organization successfully promoted tourism in Hillsborough in this part of the fiscal year:

- The Burwell School Historic Site continues to attract visitors from Orange County, North Carolina, and beyond, with guests visiting from as far away as Paris and Australia. Our recent efforts to restore our rare 1837 brick schoolhouse and 3-seat brick necessary have made the BSHS a destination site for preservation enthusiasts. Additionally, our connection to the nationally important figure of Elizabeth Keckly
- During the first half of FY25, the BSHS strove to offer new and exciting interpretations that would appeal to first-time and repeat visitors alike. Our holiday tours brought in guests from Raleigh and other locales outside of Orange County. Increased social media presence has expanded our reach to encourage tourists outside of Hillsborough to visit our town.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: **607**

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: **1,126**

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):

- For regular operations, guests are counted by physical tally kept by the docent, staff member, or volunteer greeter. Visitors have the option to sign our guest book with their home location, which allows us to estimate the overall numbers of residents v. tourists served. Of 250 guests who signed the guest book, 20 were from Hillsborough, 44 were from other towns in Orange County, and 186 were from outside of Orange County. From there, we also take into consideration the large numbers of visitors who attended programs like the Fall Festival, who were likely to be Hillsborough residents. We are continuing to explore ways to improve this tracking system.
- For ticketed/registered events, guests enter their addresses into our ticketing platform, Zeffy. However, for free events (which most Burwell programs are), registration is either not required or not run at all, so these numbers also provide foundations for educated guesses.
- At Burwell events, visitor numbers are tracked through use of a handheld counter operated by a staff member.

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

N/a

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

- The Burwell School aims to regularly collaborate with and support local businesses. Our Star Party event featured a partnership with Whit's Frozen Custard, and upcoming events in the second half of the fiscal year see us partnering with businesses like Leland Little.
- Our advertising efforts for Burwell events and programs engage local businesses through social media, in-person flyers and conversations, and other methods.
- We regularly encourage visitors to patronize local businesses after their visit to the Burwell School Historic Site.

Please calculate the overall economic impact of any events/programs held (if applicable):

Q1

INSTRUCTIONS

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

Population of your community: Less than 50,000

Total Expenses: \$ 195

Total Attendance: 472

CALCULATE → RESET → PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$195	0	\$127	\$6	\$10
AUDIENCES:	\$14,083	0	\$6,104	\$582	\$839
TOTAL:	\$14,278	0	\$6,231	\$588	\$849

Q2

INSTRUCTIONS

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

Population of your community: Less than 50,000

Total Expenses: \$ 0

Total Attendance: 187

CALCULATE → RESET → PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$0	0	\$0	\$0	\$0
AUDIENCES:	\$5,579	0	\$2,418	\$231	\$332
TOTAL:	\$5,579	0	\$2,418	\$231	\$332

How many volunteers did the contract partner utilize: ~80

How many volunteer hours were logged at the contract partner: ~600

Bi-annual Reflections

Please explain some 'successes' and/or things that went well and some preliminary ideas on how the organization can expand on those in the following part of the year or in the next fiscal year:

- Our Fall Festival and Holiday Tours events were both more successful than anticipated. For the Fall Festival fundraiser, we will continue to explore ways to offer fun family activities while increasing profits. Some preliminary suggestions included moving the event to October and expanding our outreach to vendors. The success of our Holiday Tours showcased the value of advertising changes to our typical interpretive offerings. We plan to offer these tours again next year, possibly with the addition of a holiday Open House.
- The Burwell School was granted a federal grant through the Institute of Museum and Library Sciences to produce 4 historical comic books for 4th/5th grade students. This project began in September and will continue through December of 2025.
- Our school and group tours program continued to be successful through the efforts of our Visitor Services Coordinator. We are exploring ways to expand outreach and programming for K-12 students.
- Through the generosity of an anonymous donor and the Questors organization, efforts to restore and preserve our rare 1837 brick schoolhouse are well underway. Wayne Thompson has completed the repointing and lime washing of the brick exterior. Our next step is to install custom gutters to protect this work.

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):

- Weather continued to plague some of our fall events, particularly the Star Party.
- Budgetary constraints limit the scale of our events and programming. We intend to plan larger-scale events well in advance to provide time to apply for grants.

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 part of the year (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 BSHS produces informative rack cards that we distribute to partner organizations and businesses around Hillsborough. Additionally, this fiscal year, we produced 2 brand-new pamphlets: "Expanding the Narrative" and "History in Bloom." These pamphlets provide historical information while encouraging visitors to visit the Burwell School for themselves.
- The Burwell School Historic Site maintains a robust presence on Instagram, Facebook, and our website. This content is intended to promote BSHS events and to share interesting historical education. Our digital presence is critical to reaching potential visitors outside of Hillsborough and engaging visitors who might not otherwise be able to travel to our site. Only 15.5% of our Facebook audience and 29.2% of our Instagram audience is located in Hillsborough, making social media outreach an essential component of our marketing strategy.
- We utilize local digital calendars such as INDY Week and Triangle on the Cheap to advertise Burwell events to visitors around the Triangle.
- We continue to send out monthly newsletters to promote Burwell and maintain regular communication with our audience. Staff has expanded our newsletter and continued 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 readers and helps establish a partnership among private and nonprofit organizations in Hillsborough.

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

- The BSHS put on our fall fundraiser, the Fall Festival, in September. With cooperative weather, we were able to bring in almost triple our attendance from the previous year!
- We mailed out our Annual Fund letters in the fall. Our Annual Fund is a critical campaign that is conducted every autumn. We continue to solicit donations to the Annual Fund throughout the fiscal year.
- The BSHS continues to promote our Sustainer program, which allows donors to sign up to make monthly contributions. Sustainers receive several perks, including priority access to ticketed events.
- Planning for the annual auction gala began in November. This year's Mardi Gras Auction Gala will be held on March 1, 2025, with tickets on sale at burwellschool.org/auction. Our gala is our largest fundraising event of the year and allows us the opportunity to connect with donors in-person in a fun, festive environment.

Budget Adjustments or Updates (if applicable- do not include if there are no changes and things are right on budget. This is an opportunity to let the board know of any changes per the contract.)

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		
Ex: American Revolution Re-enactors (w/ board p/w)				
1. Ex: American Revolution Re-enactors	\$	\$	\$	
2. Ex: American Revolution Re-enactors (w/ board p/w)	\$	\$	\$	
3. Ex: American Revolution Re-enactors	\$	\$	\$	
4. Ex: American Revolution Re-enactors	\$	\$	\$	
5. Ex: American Revolution Re-enactors	\$	\$	\$	
6. Ex: American Revolution Re-enactors	\$	\$	\$	
7. Ex: American Revolution Re-enactors	\$	\$	\$	
8. Ex: American Revolution Re-enactors	\$	\$	\$	
9. Ex: American Revolution Re-enactors	\$	\$	\$	
10. Ex: American Revolution Re-enactors	\$	\$	\$	
11. Ex: American Revolution Re-enactors	\$	\$	\$	
12. Ex: American Revolution Re-enactors	\$	\$	\$	
13. Ex: American Revolution Re-enactors	\$	\$	\$	
14. Ex: American Revolution Re-enactors	\$	\$	\$	
15. Ex: American Revolution Re-enactors	\$	\$	\$	
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 bi-annual 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: Emma Vadney Date: 01/27/2025
Emma Vadney (Jan 27, 2025 11:34 EST)

Printed Name: Emma Vadney

BOARD CHAIRPERSON

Signature: Matt Hughes Date: 01/28/2025
Matt Hughes (Jan 29, 2025 21:27 EST)

Printed Name:

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature: Date:

Printed Name:




FY25 Q1+Q2 HTB Report

Final Audit Report

2025-01-29

Created:	2025-01-24
By:	Katherine Kirschner (kkirschner@nc.rr.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAiFXuMH9dX7FZhciiKP52TLY2aq27kS9J

"FY25 Q1+Q2 HTB Report" History

-  Document created by Katherine Kirschner (kkirschner@nc.rr.com)
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Hillsborough Tourism Board FY2025 Contract Bi-annual 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 Street		
City: Hillsborough	State: NC	ZIP Code: 27302
Organization's TOTAL Annual Operating Budget: \$ 145,638		
Contract General Information		
July-December Report or January-June? (Mark one)	TOTAL Amount of YEARLY Contract Funding: \$ 56,700	

Outline/Overview of the organization's tourism events/programs/activities to-date:

The Orange County Historical Museum was very busy during Q1 and Q2, 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 7th – Courtney presented “Everything You Should Have Learned in High School About the Articles of Confederation” at Carolina Preserve. This program was attended by 80 individuals
- July 10th – Launch event for our Churton Street mapping website with Hillsborough/Orange County Chamber of Commerce. This program was attended by 38 individuals.
- July 25th – Courtney gave a presentation to the Exchange Club of Hillsborough about the Museum. This program was attended by 65 individuals.
- August 8th – Courtney did a book reading at Kidzu Children’s Museum. This program was attended by 24 individuals.
- September 4th - Courtney presented “Everything You Should Have Learned in High School About the Articles of Confederation” to the Durham DAR chapter. This program was attended by 75 individuals.
- September 28th – Participation in Outlandish Hillsborough event
- September 28th, October 3rd, 4th, 5th – The Hammer of the Scots Cabaret & Theater, a benefit for the Museum. These performances were attended by 153 individuals.
- October 21st – Courtney presented “Everything You Should Have Learned in High School About the Declaration of Independence” at the Oxford Senior Club. This program was attended by 21 individuals.
- October 23rd – Buttons, Ballots, and Booze Historic Cocktail Tasting event at Yonder. This event was attended by 37 individuals.
- November 17th – Reckoning with the Truth event in collaboration with Spirit Freedom, Orange County Community Remembrance Coalition, and the Orange County Public Library. This program was attended by 47 individuals.
- December 5th – Museum holiday party. This event was attended by 45 individuals.

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.

- September 3rd – Expedition School
- October 18th – Hillsborough Elementary
- October 30th – Homeschool group
- October 31st – Efland Cheeks Elementary School
- November 13th – Triangle Day School
- November 18th – Durham Montessori

Additionally, we continued to display our permanent exhibit, 2024 special exhibit, Working for a Living, and the Chapel Hill Historical Society partner exhibit. These exhibits are the main draw for visitors.

Please explain how the organization successfully promoted tourism in Hillsborough in this part of the fiscal year:

Museum programs, exhibits, and other activities were promoted through social media, our website, our digital newsletter, and by submitting information to various local event calendars.

Additionally, we used the same avenues listed above to share promotional material from other Hillsborough organizations to support their efforts to increase tourist traffic. Rack cards for various other sites around Hillsborough are displayed outside the museum when we are open to visitors.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: 250 from Hillsborough (187 additional from Orange County)

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: 1,136 visitors from outside Hillsborough (949 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. N.B. zip codes are only collected for daily museum visitors and not for program/event attendees. Numbers reported above only represent those daily museum visitors.

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

N/A

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

- Partnering with Yonder: Southern Cocktails and Brew for another historic cocktail tasting event
- 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

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

TOTAL ECONOMIC IMPACT OF:					
	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$68,510	2.2	\$50,168	\$2,423	\$2,935
Nonprofit Arts and Culture Audiences:	\$52,939	1.3	\$26,534	\$2,635	\$2,561
Total Industry Impact: (The Sum of Organizations and Audiences)	\$121,449	3.5	\$76,702	\$5,058	\$5,496
<div>Print Your Results</div> <div>Please see the fine print below.</div>					

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: 5	How many volunteer hours were logged at the contract partner: 245
---	---

Bi-annual Reflections

Please explain some 'successes' and/or things that went well and some preliminary ideas on how the organization can expand on those in the following part of the year or in the next fiscal year:

One of the biggest successes during this half of the year was the launch of our website to map the businesses of Churton Street throughout Hillsborough's history. This project has been in the works for several years, with staff and volunteers working on research. Enough research had been culminated to finally make the project available to the public via a new website, churtonstreet.org. To celebrate the launch, we held a launch event in partnership with the Chamber of Commerce who helped record the current Churton Street business. This project will serve as a vital resource for not just researchers, but for residents and tourists to learn more about the town. There are opportunities to collaborate with the local businesses to create a way for visitors to learn about and engage with the website while in the store or restaurant (i.e. QR codes, brochures, etc.). This will be an ongoing project, with the website being updated periodically as new research is performed.

Another success for this half of the year was our dinner theater event Hammer of the Scots, which served as a fundraiser for the Museum. Over the course of 4 performances, we sold 153 tickets raising over \$4,000 for the Museum. This is one of the largest fundraisers the Museum has held since reopening in 2020. We hope to replicate this success in the future with other large-scale fundraising events.

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 part of the year (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, as well as timelier reminders of programs and events.

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.

Please provide any information on any fundraising the organization did 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.

For Q2, we do a holiday/end-of-year giving ask, which is distributed through newsletters and social media. Each year staff creates a holiday video that is distributed as a fund way to engage supports. December is typically one of the strongest months for donations, and this year was no exception, with individual donations exceeding previous years.

Additionally, our dinner theater event Hammer of the Scots served as a fundraiser for the Museum. Over the course of 4 performances, we sold 153 tickets raising over \$4,000 for the Museum. This is one of the largest fundraisers the Museum has held since reopening in 2020. We hope to replicate this success in the future with other large-scale fundraising events.

Budget Adjustments or Updates (if applicable- do not include if there are no changes and things are right on budget. This is an opportunity to let the board know of any changes per the contract.)

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 bi-annual 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

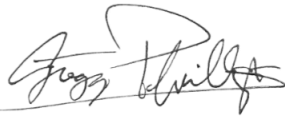
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Date:

Printed Name:

BOARD CHAIRPERSON

Signature:



Date: 1/24/25

Printed Name: Gregg Phillips

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:



Date: 1/24/25

Printed Name: Catie Atkinson



July at OCHM

The Orange County Historical Museum

is open daily from 11-4

(Wednesday by appointment only)

Programs

July 10

Mapping the Businesses on Churton Street



MAPPING THE BUSINESSES OF CHURTON STREET

A project to document the businesses that called Churton Street home from the founding of the town of Hillsborough in 1754 through the mid 20th century.

Website Launch

JULY 10 AT 5:30PM

HILLSBOROUGH PRESBYTERIAN CHURCH

Demonstration of website features and time to explore the site.

Refreshments will be served.

Website Launch

Join us at the Hillsborough Presbyterian Church at 5:30 PM on July 10 for the launch of our website mapping the businesses along Churton Street.

For phase 1 of this ongoing project, we have been gathering as much information as we can about the businesses that existed from just below Margaret Lane to just above Tryon Street from the founding of the town of Hillsborough in 1754 through 1943.

Exhibits and Programs Coordinator Courtney Smith will demonstrate the different features of the website and then attendees will be able to navigate the site on their own.

The program is being presented in collaboration with the Hillsborough/Orange County Chamber of Commerce who graciously collected information and took photos of the current businesses on Churton Street for inclusion on the website.

Programs

September/October



The Hammer of the Scots

CABARET & THEATER

A Benefit for the
Orange County Historical Museum

**September 28
October 3, 4 & 5
5:30 PM**

Enjoy a selection of Medieval finger foods while being serenaded by balladeers. Followed by a play about King Edward I of England.

At the Hillsborough Presbyterian Church

Admission \$40 per person

For tickets, visit:
www.orangehistorync.org
(space is limited, purchasing in advance recommended)



The Hammer of the Scots

Join us at the Hillsborough Presbyterian Church at 5:30 PM on September 28, October 3, 4 or 5 for an evening of merriment.

While enjoying a selection of medieval finger foods, you will be serenaded by balladeers who will sing a variety of traditional and humorous tunes as well as tell jokes.

Afterward, a play will be presented about King Edward I of England.

Play Synopsis: Suffering from dysentery, the once glorious but now decrepit King Edward I has journeyed to Lanercost to gloat over his captive, Marjory Bruce, daughter of the Scottish freedom fighter. He has imprisoned her in a cage. Instead of encountering a wild beast as he expected, he is met by a small but spunky eleven-year-old.

Despite being sworn enemies, Edward and Marjory quickly bond. They are both desperately lonely. A gifted storyteller who needs to reflect on his life, Edward recounts for Marjory the story of how he fell in love with his wife Eleanor.

Space is limited.

Advance Purchase of Tickets Strongly Recommended

Buy Tickets

The evening's entertainment was written by OCHM's Exhibits and Programs Coordinator Courtney Smith and is being presented by her as a fundraiser for the Museum in conjunction with the launch of her third novel, *The Hammer: Tales of Edward I*. It will be published in September.

Acquisitions

Recent Gift



Dennis Heartt's Family Bible

Dennis Heartt (1783-1870) ran a print shop on Churton Street and published *The Hillsborough Recorder* from 1820 until 1869. Like most small newspapers at the time, it was a weekly periodical of four pages that included local news as well as reprints of reports, and fiction from other U.S. newspapers.

Establishing a printing business was an expensive undertaking. Printers needed to purchase a press and moveable type as well as continual supplies of ink and paper. The primary sources of income for a printer were advertisements and subscriptions but this revenue was inadequate to cover costs and needed to be supplemented with other printing jobs including broadside advertisements, circulars (handbills, leaflets, and fliers), lottery tickets, and books.

In his early years in business, Heartt needed to execute several mortgages to remain in business. However, by 1837, he was successful enough to be able to buy property on E. Queen Street. There he built a stately home that he named "Heartsease."

Although his wife was a Quaker, Heartt was a Presbyterian and served as an officer in the Hillsborough church for many years.

This bible was recently donated to the Museum by Jane and Robert Forsyth of Santa Barbara, CA. It was collected by Robert's mother, Rebecca Cameron Forsyth, a former citizen of Hillsborough.

You can learn more about Dennis Heartt in the Museum's special Exhibit "Working for a Living" as well as in our new online exhibit "Mapping the Businesses on Churton Street."

[Churton St. Exhibit](#)

September 28



Outlandish Fun!

Make a cockade for your tricorn hat.

In conjunction with the Outlandish Hillsborough Festival (see information below), we will be providing a **free children's** craft.

Before marching to Alamance Creek to meet the Regulators, Tryon and the North Carolina militiamen stopped in Hillsborough. Because all the men would have been dressed alike (Tryon was the only man in a red coat that day), Tryon purchased yellow fabric at Johnston & Thackston's store (on the corner of Churton and King streets) and had his men make yellow cockades for their hats to allow them to tell friend from foe.

Join Jamie's troops. Make a rosette that you can wear proudly.

Programs

November 17

reckoning with the truth

Racial Terror in Orange County

Sun., November 17th
from 2 - 6pm

at Main Library in Hillsborough

Join us as we explore Orange County's past traumas and their impacts on the present through collective reflection and open dialogue.

As we work toward community healing and a more just and informed future, this program is in conjunction with the soil collection project and the installation of a marker honoring the Morrows. It aims to correct a narrative of racial violence in our community, acknowledge both past and present pain, and honor the lives lost. For more information, a list of program highlights, and to register, scan the QR code below or visit www.orangecountync.gov/libraryevents



OrangeCountyLibrary.org
Main Library at 117 West Margaret Lane
Hillsborough, North Carolina 27528

Reckoning with the Truth

We are partnering with the Orange County Community Remembrance Coalition, Spirit Freedom, and the Orange County Public Library to bring you this important program.

This impactful event seeks to confront the history of racial terror in Orange County. In conjunction with the soil collection project and the installation of a marker honoring the Morrows, it aims to correct the narrative of racial violence in our community, acknowledge the pain both past and present, and honor the lives lost. By exploring how past traumas continue to shape our present, we can work toward a more just and informed future.

Program Highlights:

2-3:30 PM: Speakers and Discussion

- Dr. Freddie Parker: *An Overview of Lynchings in the U.S. and Orange County*
- Wade Harrison: *A Presentation on Governor Holden and Lucinda Morrow's testimony*

3:30-4 PM: Break and Refreshments

4-6 PM: Short Reading and Moderated, Open Discussion

- Group Reading
- Dr. Michelle Laws: *Presentation and Facilitated Discussion*

This event provides an opportunity for collective reflection, open dialogue, and community healing.

Intended for mature audiences

Registration is encouraged but not required

Register

Thank You

Dear friends of the Orange County Historical Museum,

As we reach the end of another wonderful year at the Orange County Historical Museum, we want to take this opportunity to thank you for your generosity throughout the year, reflect on all we've accomplished, and ask that you continue to support the Museum now and in the future.

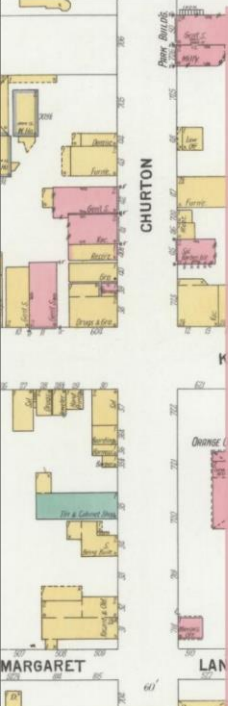
Make Your Year-End Donation Today

Exhibits

In March, we opened our 2024 special exhibit *Working for a Living: A History of Trades in Orange County*. This innovative exhibit transported visitors to a Churton Street of the past, where cobblers, blacksmiths, jewelers, tailors, and more operated successful businesses. The 113-page exhibit catalogue explored the history of the eleven trades featured in the exhibit, as well as spotlighted individuals who have done the trades in Orange County History. Images of modern practitioners of the trades showed visitors that, while many of these trades moved away from the physical downtowns, they are still alive and well today.

Plans are already in motion for our 2025 special exhibit, which will explore the history of youth sports and extracurricular activities in Orange County.





MAPPING THE BUSINESSES OF CHURTON STREET



A project to document the businesses that called Churton Street home from the founding of the town of Hillsborough in 1754 through the mid 20th century

Website Launch

JULY 10 AT 5:30PM
HILLSBOROUGH PRESBYTERIAN CHURCH

Demonstration of website features and time to explore the site

Refreshments will be served

orangehistorync

orangehistorync Today's the day! We are so excited for you all to finally see this project! We hope to see you all tonight at 5:30PM at the Hillsborough Presbyterian Church for the launch of our website mapping the businesses of Churton Street from 1754 through the mid 20th century. Visit orangehistorync.org/events for more information.

The program is being presented in collaboration with the Hillsborough/Orange County Chamber of Commerce who graciously collected information and took photos of the current businesses on Churton Street for inclusion on the website.

#history #museum #historymuseum #nchistory #historichillsborough #visithillsboroughnc #hillsboroughnc #orangecountync

28w



International day Of Friendship

orangehistorync

orangehistorync On this International Day of Friendship, we would like to extend our heartfelt gratitude to all the friends of the Orange County Historical Museum! We couldn't do what we do without your support. Every visit you make to the museum, every program you attend, every donation you make helps us achieve our mission to enlighten and engage our community and visitors by preserving and interpreting the history of Hillsborough and Orange County!

#history #museum #historymuseum #nchistory #historichillsborough #visithillsboroughnc #hillsboroughnc #orangecountync

25w

The Hammer of the Scots

CABARET & THEATER

A Benefit for the
Orange County Historical Museum

September 28
October 3, 4 & 5
5:30 PM

Enjoy a
selection of
Medieval finger
foods while being
serenaded by
balladeers. Followed
by a play about King
Edward I of
England.

Admission
\$40 per person

For tickets, visit:
www.orangehistorync.org
(space is limited, purchasing in advance recommended)

ORANGE COUNTY HISTORICAL MUSEUM

orangehistorync

orangehistorync Join us at the Hillsborough Presbyterian Church at 5:30 PM on September 28, October 3, 4 or 5 for an evening of merriment. While enjoying a selection of medieval finger foods, you will be serenaded by balladeers. Afterward, a play will be presented about King Edward I of England written by OCHM's Exhibits Coordinator Courtney Smith. For more information and tickets, visit the link in our bio for upcoming events.

#history #museum #historymuseum #historyhillsborough #visithillsboroughnc #nchistory #hillsboroughnc #scotland #hammerofthescots #kingedward1 #robertthebruce

23w

View insights

Boost post

Liked by chapelhillmag and 12 others

August 15, 2024

Add a comment...

Join Tryon's Militia

In the fight against the Regulators

Visit the Orange
County Historical
Museum's table to
create a yellow
cockade for your
tricorn hat to show
your loyalty to the
governor's militia

orangehistorync

orangehistorync Outlandish Hillsborough is less than a month away and we can't wait! Visit our table to create a yellow cockade for your tricorn hat to signify you are a member of Governor Tryon's militia, just like Jamie!

20w

hauntedhillsborough Sorry, Jamie, no cockade for this guy. You're on the wrong side here.

20w Reply

View insights

Boost post

Liked by kyf.civic and 16 others

September 3, 2024

Add a comment...



orangehistorync

orangehistorync This past Friday, the 1969 AAA State Championship basketball team was honored at the Orange High School homecoming football game! After the first quarter, Panther players, coaches, managers, and family members received their championship rings to celebrate their groundbreaking win 55 years ago and remember team members who have passed away. The Orange County Historical Museum was honored to be presented with our own championship ring to add to our display of the championship trophy and banner! We are proud to be able to share this important piece of Orange County history with all of our visitors!

#history #museum #historymuseum #nchistory #historichillsborough #visithillsboroughnc #hillsboroughnc #orangecountync #chapelhill

15w

View insights

Boost post

Like Comment Share

Liked by nancye117 and 28 others

October 7, 2024

Add a comment...



orangehistorync

Original audio

orangehistorync Happy Holidays from the Orange County Historical Museum!

Don't be a Scrooge this holiday season; consider donating to the Orange County Historical Museum! We rely on the generous donations from friends like you to continue producing high quality exhibits and programs. Visit the link in our bio to donate.

#history #museum #historymuseum #nchistory #historichillsborough #visithillsboroughnc #hillsboroughnc #orangecountync #chapelhill

4w

View insights

Boost reel

Like Comment Share

Liked by judyfranknc and 3 others


December 24, 2024


Add a comment...



goodbye 2024




orangehistorync



orangehistorync It has been an incredible year at the Orange County Historical Museum! We opened our 2024 special exhibit, welcomed Lord Cornwallis to the Museum, became immersed in the world of Edward I, debated the pros and cons of alcohol in elections, and so much more. 2024 was a busy year for us! None of this would have been possible without your support. Thank you to everyone who visited the museum, attended a program, or donated financially. We have some very exciting plans in the works for 2025. If you would like to help make those possible, visit the link in our bio to make a donation.

#history #museum #historymuseum #nchistory
#historicillborough #visitillboroughnc #hillboroughnc
#orangecountync #chapelhill





3w




hillboroughnc We can't wait to see what 2025 brings!!

3w Reply


[View insights](#)[Boost post](#)





Liked by hillboroughnc and 16 others

December 31, 2024



Add a comment...

Post

Hillsborough Tourism Board FY2025 Contract Bi-annual Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: Heather Tatreau, Executive Director		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-593-4295	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's TOTAL Annual Operating Budget: \$395,000		
Contract General Information		
July-December Report or January-June? (Mark one)	TOTAL Amount of YEARLY Contract Funding: \$ 43,500	

Outline/Overview of the organization's tourism events/programs/activities to-date:

- Gallery & Gift Shop: Open Tuesday-Sunday; 11am-6pm
- Last Fridays & the Art Walk:
 - July 26 (Summer theme)
 - August 30 (Back to School/Arts Education); ArtCycle School Supply Drive
 - September 27 (Fall Fun)
 - October 25 (Halloween in Hillsborough)
 - November 29 (Black Friday/Shop Small Weekend)
- Lantern making workshops (November 9 & 16)
- Solstice Lantern Walk & Market (December 21)

Please explain how the organization successfully promoted tourism in Hillsborough in this part of the fiscal year:

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. In Q1/Q2, we continued to focus on fostering strong relationships across cultural organizations, businesses, local artists, neighborhoods, and schools in Hillsborough and Orange County. Our triangle-wide marketing efforts were used to attract the attention of residents outside of Hillsborough to our large community events and patronize downtown businesses.

The **HAC Gallery & Gift Shop (GGS)** is open 6 days/week with extended hours on Last Fridays to contribute to Hillsborough's nightlife and offer visitors a fun shopping experience and tourist resource while they are in town for the event. In September, we increased the shop hours by opening one hour earlier to catch the downtown lunch crowd and one hour later to allow folks to shop after work. *7,400 people came through GGS in Q1/Q2.* Our data shows that *70% of patrons are residents outside of Hillsborough with 58% residing outside of Orange County*, offering a great opportunity for our shop staff and volunteers to promote Hillsborough as a tourist destination. The bulletin board outside our shop is kept up to date with local upcoming events around town.

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 calendars. This also ensures tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. Art Walk venues are asked each month to share information about special Last Friday happenings with us so we can promote them in a one-page itinerary for patrons. HAC ensures participants that they will find plenty to do by programming a variety of consistent elements of the LFAW like Living Arts Collective in River Park, the Roaming Poets series around town, Makers Markets and music on the Old Courthouse Lawn, and a free art making table.

We estimate between 1500-3000 visitors attend Last Fridays & the Art Walk each month. Our special seasonally themed months have proven successful in drawing crowds with themes like October's Halloween in Hillsborough and November's Shop Small Weekend.

Some additional HAC and cross-promotional events in Q1/Q2 that brought tourists to town on a Last Friday:

- 1,2,3 Puppetry show
- Halloween activities: Witch Flash mob and DJ on the lawn, Hayrides at Town Scoop, Haunted Hallway at Coldwell Banker, Chamber Trick or Treating
- HAC staff-led lantern make and take craft located at Snow Approach Foundation, proving an opportunity to create a free lantern for the Solstice Lantern Walk (60 people in attendance)

Two artist-led **Lantern Making Workshops** were held in November to promote the Solstice Lantern Walk. *Out of 50 participants, 20 were from outside Hillsborough.* This event helped to spread the word about our much larger event and get folks excited to come back on December 21st for the walk.

The 2024 **Solstice Lantern Walk & Market** (SLW) was our biggest one yet! We estimate that *6,000 people attended* (over 1,000 more than last year). We were more successful this year in getting participants to register for this free event, which allows us to collect data and donations. 3,490 people registered to walk in the event and 993 people registered to watch the event, for a total of 4,483 registrants (compared to 2,411 registrants last year). *87% of registrants reside outside of Hillsborough, with 43% residing outside of Orange County.* This data shows us that we are effectively marketing the Solstice Lantern Walk beyond Hillsborough by attracting a significant out of town population. We also feel confident that we have created an event that appeals to all ages. Demographic data show that 23% of attendees were under 16, 53% were ages 16-64, and 24% were over 65.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: **8,490**

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: **12,646**

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 turnstile data, counters from volunteers, wristband tracking, counts at the site):

We use a variety of methods to collect attendance data and geographical information from our program attendees:

Gallery & Gift Shop: A clicker counter is used for total visitation to the shop. Geographical information is collected via in-person surveying. Staff and volunteers are trained to strike up conversations that allow them to determine where patrons reside and then record this on a tally sheet. At least 22% of GGS patrons are surveyed.

Last Fridays & the Art Walk: Since these events involve large, unticketed, disbursed crowds around the entire downtown area, actual numbers are difficult to collect. Total attendance during the Last Fridays & the Art Walk event each month is estimated based on attendance reports at Art Walk venues, headcounts taken at entertainment and programming zones, and visitor counts (via clicker counter) at our info booth and art-making activities.

We have not found a good way to collect resident status information at these events. 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.

Solstice Lantern Walk & Market: This year, we communicated in SLW marketing that online pre-registration was free but *required*. This prompted a record number of registrations (54% more than last year). In the registration form, we ask for information about town and county residence, age, and race so that we can collect demographic data (please note that the question about race is optional and follows DEI standards).

On the day of the event, we had clicker counters stationed at the main entrance to the walk and at the Weaver St early exit point. We also assigned volunteers to circulate at the Solstice Market and at various watch zones to collect clicker counter data. All of this data combined is what helped us determine our day-of attendance.

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

The Colonial Inn is a participating venue for the **Last Fridays & the Art Walk** season. They hosted live music in their courtyard, dinner specials, and activities as part of this monthly event. They also partnered with HAC's Roaming Poets Series to host poets during LFAW each month. 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.

For the **Solstice Lantern Walk & Market**, HAC coordinated with the Colonial Inn to promote a holiday drink special for pre-walk and post-walk celebrations. This was advertised on our website and in other cross-promotion marketing messages that encouraged visitors to spend a weekend in Hillsborough. They also provided a \$100 gift card to the Inn as part of our SLW raffle, allowing us to promote them further.

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

Local businesses were asked in January 2024 if they would like to become a participating venue in the **Last Fridays & the Art Walk** season. Participating venues secured their spot in early Feb and were provided with monthly themes for inspiration and awareness of what HAC would be doing to boost visitation. Google forms, online web forms, etc. were used in follow-ups sent to venues each month with a final line-up of monthly activities and requests to get their details for cross promotion. Art Walk venue events were then included in a one-page LFAW itinerary for the public, in social media posts, and on the HAC website. The Program & Marketing Director has worked hard to establish HAC's website as a reliable source for event information that is updated multiple times per month to inform viewers of detailed activities.

To communicate with local businesses about **LFAW and GGS** updates, HAC staff used direct emails, posted in downtown merchant and other local Facebook groups/pages, stopped by businesses to discuss plans, scheduled recurring meetings to align with other cultural partners on opportunities for overlap, and posted dates to community partners' calendars as well as public-facing community event calendars around Hillsborough, Orange County, and the Triangle.

In preparation of the **Solstice Lantern Walk & Market**, we began sharing "Save the Date" messaging in early October 2024. We contacted local businesses via email and the downtown merchants Facebook group to communicate our plans and invite those willing and interested to participate by offering specials or promotions that would entice visitation to their business before or after the event. In exchange, we provided cross-marketing benefits by including them on HAC's SLW web page and posted about their business in our social media efforts. We also encouraged businesses to reach out to us if they wanted help brainstorming ways to participate, or if they had ideas for further collaboration in lead-up to the event. This year, we also invited local businesses to donate gift certificates to our raffle basket and then promoted those businesses to draw interest in the raffle.

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

HAC's operating expenses for LFAWs and SLW during Q1/Q2 (June-December) was \$17,824 and served 13,700 attendees. Using the Arts and Economic Prosperity Calculator, these HAC programming expenditures brought a total of \$25,251 in revenue for the state government and a total of \$17,404 in revenue for local government. 9 FTE positions were supported through our work, and a total of \$188,828 of household income was generated through our expenses. A total of \$408,759 was spent by our audiences and organizations at LFAWs and SLW during the first half of FY25.

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

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="\$17,824"/>	<input type="text" value="1"/>	<input type="text" value="\$11,651"/>	<input type="text" value="\$506"/>	<input type="text" value="\$905"/>
AUDIENCES:	<input type="text" value="\$408,759"/>	<input type="text" value="9"/>	<input type="text" value="\$177,177"/>	<input type="text" value="\$16,898"/>	<input type="text" value="\$24,346"/>
TOTAL:	<input type="text" value="\$426,583"/>	<input type="text" value="9"/>	<input type="text" value="\$188,828"/>	<input type="text" value="\$17,404"/>	<input type="text" value="\$25,251"/>

How many volunteers did the contract partner utilize: **230**

How many volunteer hours were logged at the contract partner: **900**

Bi-annual Reflections

Please explain some 'successes' and/or things that went well and some preliminary ideas on how the organization can expand on those in the following part of the year or in the next fiscal year:

The **HAC Gallery & Gift Shop** hours were adjusted in September to be more consistent and longer. This has proven to be successful in capturing more patrons. We focused marketing efforts on Shop Small weekend in November and saw our highest sales in one single weekend. We are proud to have contributed \$38,764 to local artist income in Q1/Q2 sales.

We also had several successful gallery shows. The Art is for Everyone theme continues to be a popular one and allows room for artists of all ages and skill levels to participate in a gallery show and artist reception. We plan to expand this concept in Q3/Q4 by offering a Community Corner in our gallery space to encourage patrons to contribute to a group piece that accompanies the current exhibit. As an arts council, we aim to inspire creativity and an appreciation for the artistic process.

Last Fridays & the Art Walk continues to draw crowds to downtown Hillsborough each month. To better accommodate the crowds and increase our social media marketing efforts for these events, we increased our support staff. We created a paid marketing internship position and an Events Manager position. The intern focused on social media capture during LFAWs and was able to highlight more downtown businesses while the Events Manager focused on set-up and other logistics. These support roles proved crucial in freeing up our 3 full time staff members to oversee the higher level aspects that make our HAC events run smoothly.

The October LFAW was our season finale with a Halloween theme and an estimated 2,500+ participants. This was a true collaboration between downtown merchants and HAC contracted artists. We promoted downtown trick or treating organized by the Chamber, hayrides at the Town Scoop, and a haunted hallway at Coldwell Banker. We hired a local dancer to create a Witch Flash Mob on the old courthouse lawn alongside a DJ and handed out candy at the HAC info tent. We will continue to lean into the Halloween theme each year, as it brings out a diverse array of community members and tourists.

We continue to evaluate and improve the **Solstice Lantern Walk & Market** year over year, so attendees have a magical Hillsborough experience and plan to come each year. We brought back the popular elements that people have come to expect: live music, food trucks, hot chocolate, the Spiral of Light, a singing sound bowl artist in River Park, and CHAOS Sky Tours with giant telescopes. Some ways we enhanced participant experiences this year were by adding a selfie station, performers playing along River Walk, event lighting by Get Lit, and increased accessibility through an early exit option at Weaver St and more maps/signage. We also doubled the number of artist booths at the Solstice Market under the Farmer's Market Pavillion. We received feedback from artists that this was their best market of the season! Walk participants reported very positive feedback about the performers along the walk, so we would like to have even more next year.

We also invested in better signage to enhance crowd control: a large walk start banner, Exit Only signs at the Weaver St early exit point, a HAC logo tent topper for our information booth, and glow tape/rope along River Walk to indicate walking directions.

To address safety concerns of hosting an event with such large crowds, we had two police officers stationed at the Weaver St entrance to the River Walk. We also placed HAC staff and board members along the walk with walkie talkies for better communication in case an incident arose. We participated in a Code Adam training so we were aware of what to do in the case of a lost child. We also had an active shooter protocol in place. Luckily, we did not encounter any major safety concerns, but felt better prepared this year and will continue to put these measures in place each year.

Our approach to **Lantern Making Workshops** proved successful this year. We hired an artist to lead two workshops that were open to all ages and artistic abilities. These sold out with a total of 50 participants. Our lantern kits are consistently profitable. We sold 536 kits this year, generating a profit of \$3,925. We also had local artists donate handmade lanterns to sell in the Gallery & Gift Shop for folks who did not want to buy a kit and make their own. These were very popular and provided an additional \$960 in HAC income. We will increase these next year.

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):

During Q1/Q2 **LFAW** events, we experienced an unusual amount of extreme weather. We had to cancel the outdoor portions of LFAW due to high winds and rain in August and Hurricane Helene in September. We were able to move forward with the indoor portions of the Art Walk each month, but this adversely affected attendance and our performances on the lawn and Makers Markets were impacted. This led to a loss of income for HAC and our local artists. There is unfortunately not much we can do about weather and we did our best to move some outdoor entertainment inside. We have staff protocol in place for these instances so we can make an official call early in the day and let the public and our partners know what the adjusted schedule looks like.

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 part of the year (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:

- Monthly e-newsletters with high open rates
- Social media and online calendar postings
- Paid Ads
- Fliers/Signage/Banners
- Radio ads and interviews
- Cross-promotion and collaboration with artists, local businesses, & community partners
- Press Packages
- Continually updated website

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 (Fresh Air) to promote LFAW/SLW
- 2024 LFAW season rack card (with Art Walk venues, dates, QR code to info online, and general activities to expect) distributed at key tourist/visitor stops
- Print ads in local media/partner outlets (Indy, Hillsborough Chamber Guide, etc)
- Monthly LFAW banners at Welcome to Hillsborough & the Historic Orange County Courthouse banners on the week before and night of each event.
- New Solstice Lantern Walk & Market banners placed prominently on the day of the event
- Monthly LFAW one-pager and 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
- The GGS & our monthly HAC info booth are hubs for other tourism materials and 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 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 event (SLW, LFAW, etc)
- We hired the Poster Guys to distribute 200 SLW flyers in Chapel Hill, Carrboro, and Durham. Staff and volunteers distributed flyers throughout Hillsborough, Pittsboro, and Graham
- Radio interviews with our Executive Director were aired on WHUP and The Hill WCHL with Aaron Keck to promote SLW

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

SLW event details web-page: <https://www.hillsboroughartscouncil.org/solstice>

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

[2024 SLW Press Package](#)
[WCHL SLW interview](#)

HAC Programs in the MEDIA:

Our 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, 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 and how that supports the long-term, sustainable, financial goals of the organization:

Our board Development Committee and Executive Director worked together in Q1/Q2 to extensively overhaul our development plan, re-establish donor relationships, pursue more business sponsorships, and re-invigorate our sustainer program. We are still in the process of transferring to a better donor management system that is allowing us to track donor relationships better.

We have been putting increased efforts into donor acknowledgements. We invested in new HAC t-shirts, stickers, and tote bags to give as thank you gifts to our individual sustainers and business sponsors. Our Executive Director hosted Sustainer Socials during our **LFAWs** in July-October to allow donors to mingle with board members, hear about our programs over refreshments, and introduce potential donors to HAC.

We organized an end of year fundraising campaign around **SLW**. We added SLW benefits for business sponsors: prominent name recognition on the Solstice webpage, business logo on SLW event banners, inclusion of logo on sponsor backdrop at the SLW photo booth, and 2 limited edition SLW mugs. One of our sponsors partnered with us to create the mugs as give-aways to attendees who made a donation to HAC. They were very popular! Immediately following SLW, we sent out emails and posted on social media about our end of year campaign.

Our HAC events and the Gallery & Gift Shop remain a major source of fundraising. Participants are given opportunities to donate through online registrations and in person at event info booths, as well as round up at the GGS when making a purchase. Community members appreciate a chance to contribute to our impactful programming through an amount of their choosing to ensure accessibility for all community members. Through SLW registrations and on-site donations, we raised \$18,652 in SLW donations.

We are shifting from a grant-seeking model to building long term relationships with foundations. The Mary Duke Biddle Foundation and Triangle Community Foundation have been good partners. We hope to connect with more long term, sustainable funding sources this way, however, it takes time to develop these connections. We also created an FY24 impact report to share with potential supporters.

Budget Adjustments or Updates (if applicable- do not include if there are no changes and things are right on budget. This is an opportunity to let the board know of any changes per the contract.)

a. Item	b. Amount Needed via Contract Funding in FY25 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
Personnel & payroll for year-round LFAW program coordination and fulfillment of tourism services (allocated personnel costs associated with sustaining operations of this program: 40% Executive Director, 60% Program & Marketing Director, 15% Gallery & Volunteer Manager, 55% Events Coordinator, 45% Marketing Intern, 25% Bookkeeper)	\$6,486	\$42,826	\$18,000	\$87,000
Explanation of budget adjustment:	<p>\$6,486 was allocated in the FY25 scope of work</p> <p><i>* We have a \$19,688 shortfall in personnel costs associated with sustaining operations of LFAW in FY25. This is due to receiving less grant money from NCAC than we applied for (and thus not being eligible for OCAC funding) as well as adding support staff to effectively run the program.</i></p>	<p>\$25,274 was allocated in our contract from fundraising and earned revenue; we have increased the amount of fundraising dollars allocated to this line item to help meet our shortfall</p>	<p>\$24,576 from NC Arts Council was projected in our contract, but we received much less than expected, so could only allocate \$3,000; we increased allocations from Mary Duke Biddle grant (\$15,000) to help meet our shortfall</p>	<p>Only \$56,336 was projected in our contract. With the need to add 2 support staff to keep up with the success of the program, we adjusted this amount in our finalized FY25 budget, which was approved after we submitted our TB grant.</p>
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 bi-annual 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 (digital is fine): 

Date: 1/27/2025

Printed Name: Heather L. Tatreau

BOARD CHAIRPERSON

Signature (digital is fine): Julia Workman

Date: 1/27/2025

Printed Name: Julia Workman

CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	

**Hillsborough Tourism Board
(A Component Unit of the
Town of Hillsborough, North Carolina)**

Financial Statements

For the Year Ended June 30, 2024

**Hillsborough Tourism Board
(A Component Unit of the
Town of Hillsborough, North Carolina)**

Financial Statements

For the Year Ended June 30, 2024

Hillsborough Tourism Board
(A Component Unit of the Town of Hillsborough, North Carolina)
Table of Contents
June 30, 2024

	Page
Financial Section:	
Independent Auditor's Report.....	1
Management's Discussion and Analysis	4
Basic Financial Statements:	
<u>Exhibit</u> Government-wide Financial Statements:	
1 Statement of Net Position.....	8
2 Statement of Activities	9
Fund Financial Statements:	
3 Balance Sheet – Governmental Fund.....	10
4 Statement of Revenues, Expenditures, and Changes in Fund Balance – Governmental Fund.....	11
5 Statement of Revenues, Expenditures, and Changes in Fund Balance – Budget and Actual – General Fund	12
Notes to the Financial Statements	13
Supplementary Information:	
Individual Fund Schedules:	
<u>Schedule</u>	
1 Schedule of Revenues, Expenditures, and Changes in Fund Balance – Budget and Actual – General Fund	18

Financial Section

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Hillsborough Tourism Board

Report on the Audit of the Financial Statements

Opinions

We have audited the financial statements of the governmental activities, the major fund and the general fund budget to actual comparison of Hillsborough Tourism Board (the Board), a component unit of the Town of Hillsborough, North Carolina, as of and for the year ended June 30, 2024, and the related notes to the financial statements, which collectively comprise the Board's basic financial statements as listed in the table of contents.

In our opinion, the accompanying financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities, the major fund and the general fund budget to actual comparison of the Board as of June 30, 2024, and the respective changes in financial position, for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinions

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Board, and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for twelve months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinions. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the Management's Discussion and Analysis be presented to supplement the basic financial statements. Such information is the responsibility of management and, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with GAAS, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Supplementary Information

Our audit was conducted for the purpose of forming opinions on the financial statements that collectively comprise the Board's basic financial statements. The individual fund statement and budgetary schedule are presented for purposes of additional analysis and are not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with GAAS. In our opinion, the individual fund statement and budgetary schedule is fairly stated, in all material respects, in relation to the basic financial statements as a whole.

Other Information

Management is responsible for the other information included in the annual report. The other information comprises the introductory section but does not include the basic financial statements and our auditor's report thereon. Our opinions on the basic financial statements do not cover the other information, and we do not express an opinion or any form of assurance thereon.

In connection with our audit of the basic financial statements, our responsibility is to read the other information and consider whether a material inconsistency exists between the other information and the basic financial statements, or the other information otherwise appears to be materially misstated. If, based on the work performed, we conclude that an uncorrected material misstatement of the other information exists, we are required to describe it in our report.

PBMares, LLP

Morehead City, North Carolina
November 26, 2024

Hillsborough Tourism Board
(A Component Unit of the Town of Hillsborough, North Carolina)
Unaudited Management's Discussion and Analysis
June 30, 2024

As management of the Hillsborough Tourism Board (the "Board"), we offer readers of the Board's financial statements this narrative overview and analysis of the financial activities of the Board for the fiscal year ended June 30, 2024. We encourage readers to read the information presented here in conjunction with additional information that we have furnished in the Board's financial statements, which follow this narrative.

Financial Highlights

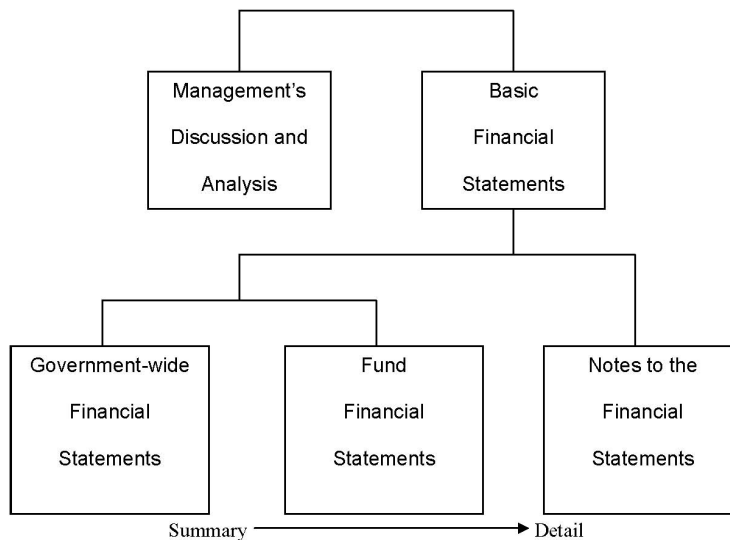
- The assets of the Board exceed its liabilities at the close of the fiscal year by \$696,075 (net position). The cash balance at the close of the fiscal year was \$531,500.
- The Board's total net position increased by \$86,921 as a result of increased revenue collection.
- As of the close of the current fiscal year, the Board's governmental fund reported a fund balance of \$696,075. This amount is comprised of restricted fund balance of \$173,845, assigned fund balance of \$84,151 and unassigned fund balance of \$438,079
- The Board's total fund balance increased by \$86,921 due to an increase in revenues as noted above.

Overview of the Financial Statements

Management's Discussion and Analysis is intended to serve as an introduction to the Board's basic financial statements. The Board's basic financial statements consist of three components: (1) government-wide financial statements; (2) fund financial statements; and (3) notes to the financial statements (see Figure 1). The basic financial statements present two different views of the Board through the use of government-wide statements and fund financial statements. In addition to the basic financial statements, this report contains other supplemental information that will enhance the reader's understanding of the financial condition of the Board.

Required Components of Annual Financial Report

Figure 1



Basic financial statements

The first two statements (Exhibits 1 and 2) in the basic financial statements are the Government-Wide Financial Statements. They provide both short- and long-term information about the Board's financial status.

Hillsborough Tourism Board
(A Component Unit of the Town of Hillsborough, North Carolina)
Unaudited Management's Discussion and Analysis
June 30, 2024

The next statements (Exhibits 3 through 5) are **Fund Financial Statements**. These statements focus on the activities of the individual parts of the Board's government. These statements provide more detail than the government-wide statements. There are two parts to the Fund Financial Statements: (1) the governmental fund statements and (2) the budgetary comparison statements.

The next section of the basic financial statements is the **notes**. The notes to the financial statements explain in detail some of the data contained in those statements. After the notes, **supplementary information** is provided to show details about the Board's individual fund. Budgetary information required by the North Carolina General Statutes also can be found in this part of the statements.

Government-Wide Financial Statements

The government-wide financial statements are designed to provide the reader with a broad overview of the Board's finances, similar in format to a financial statement of a private-sector business. The government-wide statements provide short- and long-term information about the Board's financial status as a whole.

The two government-wide statements report the Board's net position and how they have changed. Net position is the difference between the Board's total assets and deferred outflows of resources (if any), and total liabilities and deferred inflows of resources (if any). Measuring net position is one way to gauge the Board's financial condition.

The government-wide statements are comprised of governmental activities. The governmental activities include most of the Board's basic services related to tourism. The primary revenue source for the Board is a one percent sales tax on "prepared food and beverages" assessed and collected by the Town of Hillsborough (the "Town") on behalf of the Board. The government-wide financial statements are on Exhibits 1 and 2 of this report.

Fund Financial Statements

The fund financial statements (see Figure 1) provide a more detailed look at the Board's most significant activities. A fund is a grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The Board, like all other governmental entities in North Carolina, uses fund accounting to ensure and reflect compliance (or noncompliance) with finance-related legal requirements, such as the North Carolina General Statutes or the Board's budget ordinance. The Board currently maintains one governmental fund which is the General Fund. Additional funds may be created if the need arises.

Governmental fund

Governmental funds are used to account for those functions reported as governmental activities in the government-wide financial statements. All of the Board's basic services are accounted for in a governmental fund as mentioned above. A governmental fund focuses on how assets can readily be converted into cash flow in and out, and what monies are left at year-end that will be available for spending in the next year. This is referred to as a "current available resources" measurement focus and the accounting method used is called the *modified accrual accounting*. As a result, the governmental fund financial statements give the reader a detailed short-term view that helps him or her determine if there are more or less financial resources available to finance the Board's programs. The relationship between government activities (reported in the Statement of Net Position and the Statement of Activities) and governmental funds is described in a reconciliation that is a part of the fund financial statements. There were no reconciling differences to report this year.

Notes to the financial statements. The notes provide additional information that is essential to a full understanding of the data provided in the government-wide and fund financial statements. The notes to the financial statements are on pages 13 through 17 of this report.

Hillsborough Tourism Board
(A Component Unit of the Town of Hillsborough, North Carolina)
Unaudited Management's Discussion and Analysis (continued)
June 30, 2024

Government-Wide Financial Analysis

Hillsborough Tourism Board
Summarized Statements of Net Positions

Figure 2

	<u>2024</u>	<u>2023</u>
Assets		
Current assets	\$ 705,345	\$ 639,551
Liabilities		
Current liabilities	9,270	30,397
Net position		
Restricted	173,845	168,251
Unrestricted	522,230	440,903
Total net position	<u>\$ 696,075</u>	<u>\$ 609,154</u>

As noted earlier, net position may serve over time as one useful indicator of a government's financial condition. The assets of the Board exceeded liabilities by \$696,075 as of June 30, 2024 which is an increase of \$86,921. This increase will be explained in the next section related to the discussion of Figure 3. The restricted portion of the Board's net position was \$173,845 as of June 30, 2024 which is a increase of \$5,594. This restriction is a function of year-end receivables as required under North Carolina General Statutes ("G.S."). The remaining balance of \$522,230 is unrestricted as defined by the Government Accounting Standards Board; however, the unrestricted portion will be used to fulfill the Board's mission.

Hillsborough Tourism Board
Summarized Statements of Activities

Figure 3

	<u>2024</u>	<u>2023</u>
General Revenues		
Food and beverage taxes	\$ 537,741	\$ 502,195
Expenses		
Economic and physical development	450,820	405,266
Change in net position	86,921	96,929
Net position, beginning	609,154	512,225
Net position, ending	<u>\$ 696,075</u>	<u>\$ 609,154</u>

Hillsborough Tourism Board
(A Component Unit of the Town of Hillsborough, North Carolina)
Unaudited Management's Discussion and Analysis (continued)
June 30, 2024

Governmental activities. Governmental activities increased the Board's net position by \$86,921. The increase is primarily due to an increase in revenues which can be attributed to the end of the pandemic. Expenses increased 11.24 percent, but total expenses were within budget.

Financial analysis of the Board's funds

As noted earlier, the Board uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements.

Governmental funds. The focus of the Board's governmental funds is to provide information on near-term inflows, outflows, and balances of usable resources. Such information is useful in assessing the Board's financing requirements. Specifically, unassigned fund balance can be a useful measure of a government's net resources available for spending at the end of the fiscal year.

The General Fund is the chief operating fund of the Board. At the end of the current fiscal year, total fund balance reached \$696,075 of which \$173,845 was restricted by state statute, \$84,151 is assigned for expenditures in the FY25 budget and \$438,079 was unassigned.

Economic factors and next year's budgets and rates

Funding for these services comes from the 1.0% sales tax levied by the Town on prepared food and beverages. Special legislation was passed by the North Carolina General Assembly allowing the Town to levy the Food and Beverage Tax and to fund tourism-related activities. The Town receives 6% of these funds for administering the financial management of these monies. The remaining funds are used to provide visitor services and facilities, programs and services designed to attract tourists to the Town. The Board decides each year which applicants' projects or activities will be awarded grants, sponsorships and contracts for the tourism services. The amount of funding each year depends on the amount of the 1.0% tax receipts collected by the Town.

Effective July 1, 2022, the agreement for staff support services with the Town was revised. The revised agreement is renewable in three-year intervals, unless terminated sooner. The Board agrees to provide the Town the market rate salary equivalent to the dedication of fifteen (15) hours of "support" a week to the Board in carrying out its duties. This rate shall be determined annually during the Board and Town's budget process and shall initially be set at \$33.33 per hour for fifteen (15) hours totaling \$25,997.

Budget highlights for the fiscal year ending June 30, 2025

The food and beverage tax revenue budget for FY 25 is expected to increase to \$485,000 which is greater than FY 24's budget of \$425,000 and slightly less than FY 24 actual. Budgeted expenditures are also expected to increase to \$569,151. As a result, appropriated fund balance for FY25 is \$84,151 which is \$6,989 less than FY 24 final fund balance appropriation.

Requests for information

This report is designed to provide an overview of the Hillsborough Tourism Board's finances for those with an interest in this area. Questions concerning any of the information found in this report or requests for additional information should be directed to the Finance Officer, c/o Hillsborough Tourism Board, Hillsborough, North Carolina, or by telephone at (919) 296-9451.

Basic Financial Statements

Exhibit 1

**Hillsborough Tourism Board
Statement of Net Position
June 30, 2024**

	Governmental Activities
<u>Assets</u>	
Cash	\$ 531,500
Due from other governments:	
Food and beverage taxes	173,783
Sales tax	<u>62</u>
Total assets	<u>705,345</u>
<u>Liabilities</u>	
Accounts payable	<u>9,270</u>
<u>Net Position</u>	
Restricted:	
Stabilization by State Statute	173,845
Unrestricted	<u>522,230</u>
Total net position	<u><u>\$ 696,075</u></u>

The notes to the financial statements are an integral part of this statement.

Exhibit 2

**Hillsborough Tourism Board
Statement of Activities
For the Year Ended June 30, 2024**

<u>Functions/Programs</u>	<u>Expenses</u>	<u>Program Revenues</u>			<u>Net Revenue (Expense) and Changes in Net Position</u>
		<u>Charges for Services</u>	<u>Operating Grants and Contributions</u>	<u>Capital Grants and Contributions</u>	<u>Governmental Activities</u>
Governmental Activities					
Economic and physical development	\$ 450,820	\$ -	\$ -	\$ -	\$ (450,820)
Total governmental activities	<u>450,820</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>(450,820)</u>
General Revenues					
Food and beverage taxes					<u>537,741</u>
Change in net position					<u>86,921</u>
Net Position					
Beginning of year					<u>609,154</u>
End of year					<u>\$ 696,075</u>

The notes to the financial statements are an integral part of this statement.

Exhibit 3

**Hillsborough Tourism Board
Balance Sheet - Governmental Fund
For the Year Ended June 30, 2024**

	General Fund
<hr/>	
<u>Assets</u>	
Cash	\$ 531,500
Due from other governments:	
Food and beverage taxes	173,783
Sales tax	<u>62</u>
Total assets	<u><u>\$ 705,345</u></u>
<u>Liabilities</u>	
Accounts payable	<u>\$ 9,270</u>
<u>Fund Balance</u>	
Restricted:	
Stabilization by State Statute	173,845
Assigned:	
Subsequent year's expenditures	84,151
Unassigned	<u>438,079</u>
 Total fund balance	 <u>696,075</u>
 Total liabilities and fund balance	 <u><u>\$ 705,345</u></u>

The notes to the financial statements are an integral part of this statement.

Exhibit 4

**Hillsborough Tourism Board
Statement of Revenues, Expenditures and Changes in Fund Balance
Governmental Fund
For the Year Ended June 30, 2024**

	General Fund
<hr/>	
<u>Revenues</u>	
Unrestricted intergovernmental revenue:	
Food and beverage taxes	\$ 537,741
<hr/>	
<u>Expenditures</u>	
Economic and physical development:	
Tourism	450,820
<hr/>	
Net change in fund balance	86,921
<hr/>	
<u>Fund Balance</u>	
Beginning of year	609,154
<hr/>	
End of year	\$ 696,075
<hr/>	

The notes to the financial statements are an integral part of this statement.

Exhibit 5

**Hillsborough Tourism Board
Statement of Revenues, Expenditures and Changes in Fund Balance
Budget and Actual – General Fund
For the Year Ended June 30, 2024**

	Original Budget	Final Budget	Actual	Variance with Final Budget Positive (Negative)
<u>Revenues</u>				
Unrestricted intergovernmental revenue:				
Food and beverage taxes	\$ 425,000	\$ 425,000	\$ 537,741	\$ 112,741
<u>Expenditures</u>				
Economic and physical development:				
Tourism	516,140	509,151	450,820	58,331
Revenues over (under) expenditures	(91,140)	(84,151)	86,921	171,072
<u>Other Financing Sources</u>				
Appropriated fund balance	91,140	84,151	-	(84,151)
Net change in fund balance	\$ -	\$ -	86,921	\$ 86,921
<u>Fund Balance</u>				
Beginning of year			609,154	
End of year			\$ 696,075	

The notes to the financial statements are an integral part of this statement.

Hillsborough Tourism Board
Notes to the Financial Statements
June 30, 2024

NOTE I - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accounting policies of the Hillsborough Tourism Board (the “Board”) conform to accounting principles generally accepted in the United States of America (“GAAP”) as applicable to governments. The Governmental Accounting Standards Board (“GASB”) is the accepted standard-setting body for establishing governmental accounting and financial reporting standards. The following is a summary of the more significant accounting policies:

A - Reporting Entity

The Board was created on November 8, 1993, by resolution of the Town of Hillsborough, North Carolina (the “Town”), under the authority of the North Carolina General Assembly. The Board is responsible for promoting tourism within the Town of Hillsborough. The Board receives revenues through a one percent prepared food and beverage tax, as of July 23, 1993. The Town remits the taxes collected to the Board, net of a six percent fee for administering the tax. The remaining funds are used to provide visitor services and facilities, programs and services designed to attract tourists to the Town. The Town’s Tourism Board decides each year which applicants’ projects or activities will be awarded grants, sponsorships and contracts for tourism services. The amount of funding each year depends on the amount of the 1.0% tax receipts collected by the Town.

The members of the Board are appointed by the Town. In addition, the Town levies and collects the food and beverage taxes on behalf of the Board. Therefore, the Board is determined to be a component unit of the Town included and is presented as a discretely presented component unit in the Town’s annual comprehensive financial report.

B - Government-wide and Fund Financial Statements

Government-wide financial statements, the statement of net position and the statement of activities, display information about the government as a whole. These statements include the financial transactions for all activities of the Board.

The Statement of Activities presents a comparison between direct expenses and program revenues for each function of the Board’s governmental activities. Direct expenses are those that are specifically associated with a program or function and, therefore, are clearly identifiable to a particular function. Indirect expense allocations that have been made in the funds have been reversed for the statement of activities. Program revenues include fees and charges paid by the recipients of goods or services offered by the programs. Revenues that are not classified as program revenues are presented as general revenues.

Fund financial statements provide information about a government’s funds. Separate statements for each fund category (governmental, proprietary, and fiduciary) are presented as applicable. The emphasis of fund financial statements is on major funds which are reported in separate columns with all remaining nonmajor funds combined in a single column. The Board maintains only one governmental fund which is always reported as a major fund. A description of this fund follows:

- The **General Fund** is the general operating fund of the Board. It accounts for all financial resources.

C - Measurement Focus and Basis of Accounting

Government-wide financial statements are reported using the economic resources measurement focus and the accrual basis of accounting. Revenues are recorded when earned and expenses are recorded at the time liabilities are incurred, regardless of when the related cash flows take place. Non-exchange transactions, in which the Board gives (or receives) value without directly receiving (or giving) equal value in exchange, include grants. Revenue from grants is recognized in the fiscal year in which all eligibility requirements have been satisfied.

Hillsborough Tourism Board
Notes to the Financial Statements (continued)
June 30, 2024

NOTE I - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

C - Measurement Focus and Basis of Accounting (continued)

Governmental fund financial statements are reported using the current financial resources measurement focus and the modified accrual basis of accounting. Under this method, revenues are recognized when measurable and available. Expenditures are recorded when the related fund liability is incurred.

The Board recognizes assets of nonexchange transactions in the period when the underlying transaction occurs, when an enforceable legal claim has arisen, or when all eligibility requirements are met. Revenues are recognized on the modified accrual basis of accounting when they are measurable and available. Non-exchange transactions occur when one government provides (or receives) value to (or from) another party without receiving (or giving) equal or nearly equal value in return. The Board considers all revenues available if they are collected within 90 days after year-end.

D - Budgetary Data

Budgets are adopted as required by North Carolina State Statutes ("G.S."). An annual budget ordinance is adopted for the General Fund. All annual appropriations lapse at fiscal year-end. All budgets are prepared using the modified accrual basis of accounting. Expenditures may not legally exceed appropriations at the functional level for all annually budgeted funds. Any revisions that alter total expenditures of any fund must be approved by the governing board.

The budget ordinance must be adopted by July 1 of the fiscal year or the governing board must adopt an interim budget that covers that time until the annual ordinance can be adopted.

E - Assets, Liabilities, and Net Position/Fund Balances

(1) Deposits and investments

All deposits of the Board are made in board-designated official depositories and are secured as required by G.S. 159-31. The Board may designate, as an official depository, any bank or savings association whose principal office is located in North Carolina. Also, the Board may establish time deposit accounts such as NOW and SuperNOW accounts, money market accounts, and certificates of deposit.

State law (G.S. 159-30(c)) authorizes the Board to invest in obligations of the United States or obligations fully guaranteed both as to principal and interest by the United States; obligations of the State of North Carolina; bonds and notes of any North Carolina local government or public Board; obligations of certain nonguaranteed federal agencies; certain high-quality issues of commercial paper and bankers' acceptances; and the North Carolina Capital Management Trust, an SEC-registered mutual fund. Investments are stated at fair value.

(2) Cash and cash equivalents

All bank deposits are essentially demand deposits and are considered cash and cash equivalents.

Hillsborough Tourism Board
Notes to the Financial Statements (continued)
June 30, 2024

NOTE I - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

E - Assets, Liabilities, and Net Position/Fund Balances (continued)

(3) Receivables

Receivables at the government – wide and fund levels at June 30, 2024 were as follows:

Food and beverage taxes receivable	\$ 173,783
Sales tax receivable	62
	<hr/>
	\$ 173,845

(4) Allowances for doubtful accounts

The receivables reported do not historically experience any uncollectible amounts and therefore do not include an amount for doubtful accounts.

(5) Net position/fund balance

Net position in government-wide financial statements is classified as net investment in capital assets, restricted, and unrestricted. Restricted net position represents constraints on resources that are either externally imposed by creditors, grantors, contributors, or laws or regulations of other governments, or imposed by State law/Statute.

Fund balances

In the governmental fund financial statements, fund balance may be composed of five classifications designed to disclose the hierarchy of constraints placed on how fund balance can be spent. The Board's fund balance consists of the following:

Restricted fund balance - This classification includes amounts that are restricted to specific purposes externally imposed by creditors or imposed by law.

Restricted for Stabilization by State Statute – North Carolina G.S. 159-8 prohibits units of government from budgeting or spending a portion of their fund balance. This is one of several statutes enacted by the North Carolina State Legislature in the 1930's that were designed to improve and maintain the fiscal health of local government units. Restricted by State statute ("RSS"), is calculated at the end of each fiscal year for all annually budgeted funds. The calculation in G.S. 159-8(a) provides a formula for determining what portion of fund balance is available for appropriation. The amount of fund balance not available for appropriation is what is known as "restricted by State statute". Appropriated fund balance in any fund shall not exceed the sum of cash and investments minus the sum of liabilities, encumbrances, and deferred revenues arising from cash receipts, as those figures stand at the close of the fiscal year next preceding the budget. Per GASB guidance, RSS is considered a resource upon which a restriction is "imposed by law through constitutional provisions or enabling legislation." RSS is reduced by inventories and prepaids as they are classified as nonspendable. Outstanding Encumbrances are included within RSS. RSS is included as a component of restricted net position and restricted fund balance on the face of the balance sheet.

Assigned fund balance - portion of unrestricted fund balance that the Board intends to use for specific purposes.

Subsequent Year's Expenditures - portion of fund balance that is appropriated in the next year's budget that is not already classified in restricted or committed. The governing body approves the appropriation.

Hillsborough Tourism Board
Notes to the Financial Statements (continued)
June 30, 2024

NOTE I - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

E - Assets, Liabilities, and Net Position/Fund Balances (continued)

(5) Net position/fund balance (continued)

Unassigned fund balance - portion of fund balance that has not been restricted, committed, or assigned to specific purposes.

The Board has a revenue-spending policy that provides policy for programs with multiple revenue sources. The Board will use resources in the following hierarchy: bond proceeds, federal funds, state funds, local non-Board funds, and Board funds. For purposes of fund balance classification, expenditures are to be spent from restricted fund balance first, followed in order by committed fund balance, assigned fund balance and, finally, unassigned fund balance. The Board has the authority to deviate from this policy if it is in the best interest of the Board.

The Board has adopted a policy of maintaining a minimum level of unassigned fund balance to ensure adequate working capital in case of interruption of meals tax revenue. This policy is adjusted on an annual basis for changes in anticipated budgeted amounts, as necessary. For fiscal year 2024, the minimum level of unassigned fund balance amounted to \$70,000.

NOTE II - DETAIL NOTES ON ALL FUNDS

A. Deposits

All the deposits of the Board are either insured or collateralized by using one of two methods. Under the Dedicated Method, all deposits that exceed the federal depository insurance coverage level are collateralized with securities held by the Board's agents in the unit's name. Under the Pooling Method, which is a collateral pool, all uninsured deposits are collateralized with securities held by the State Treasurer's agent in the name of the State Treasurer. Since the State Treasurer is acting in a fiduciary capacity for the Board, these deposits are considered to be held by the Board's agent in its name. The amount of the pledged collateral is based on an approved averaging method for noninterest-bearing deposits and the actual current balance for interest-bearing deposits. Depositories using the Pooling Method report to the State Treasurer the adequacy of their pooled collateral covering uninsured deposits. The State Treasurer does not confirm this information with the Board or the escrow agent. Because of the inability to measure the exact amounts of collateral pledged for the Board under the Pooling Method, the potential exists for under collateralization, and this risk may increase in periods of high cash flows. However, the State Treasurer of North Carolina enforces strict standards of financial stability for each depository that collateralizes public deposits under the Pooling Method. The Board has no policy regarding custodial credit risks for deposits.

The Board's deposits had a carrying amount of 531,500 and bank balance of \$533,287 at June 30, 2024. Of the bank balance, \$250,000 was covered by federal depository insurance, and \$283,287 of demand deposits were covered under the Pooling Method.

B. Risk Management

The Board is exposed to various risks of loss related to torts; theft of, damage to, and destruction of assets; errors and omissions; and natural disasters. It carried commercial coverage for Non-profit Organization Directors and Officers Liability with a coverage of \$1,000,000 for all claims.

There have been no significant reductions in insurance coverage in the prior year, and settled claims have not exceeded coverage in any of the past three fiscal years.

Hillsborough Tourism Board
Notes to the Financial Statements (continued)
June 30, 2024

NOTE II - DETAIL NOTES ON ALL FUNDS (continued)

B. Risk Management (continued)

The Board does not carry flood insurance. In accordance with G.S. 159-29, the Board's employees that have access to \$100 or more at any given time of the Board's funds are performance bonded through a commercial surety bond. The Finance Officer is individually bonded for \$50,000.

C. Fund Balance

The following schedule provides management and citizens with the information on the portion of General Fund balance that is available for appropriation:

General Fund:

Total fund balance	\$ 696,075
Less:	
Stabilization of State Statute	173,845
Assigned for subsequent year's expenditures	<u>84,151</u>
Unassigned fund balance	438,079
Working capital/fund balance policy	<u>70,000</u>
Remaining fund balance	<u><u>\$ 368,079</u></u>

D. Related Party Transactions

Effective July 1, 2022, the agreement for staff support services with the Town was revised. The revised agreement is renewable in three-year intervals, unless terminated sooner. The Board agrees to provide the Town the market rate salary equivalent to the dedication of fifteen (15) hours of "support" a week to the Board in carrying out its duties.

E. Subsequent Events

The Board has evaluated all subsequent events for potential recognition and disclosure through November 26, 2024, the date these financial statements will be available. No such events were identified.

Schedule 1

Hillsborough Tourism Board Schedule of Revenues, Expenditures and Changes in Fund Balance Budget and Actual – General Fund June 30, 2024

	<u>Budget</u>	<u>Actual</u>	<u>Variance Positive (Negative)</u>
Revenues:			
Unrestricted intergovernmental revenue:			
Food and beverage taxes	\$ 425,000	\$ 537,741	\$ 112,741
Total revenues	<u>425,000</u>	<u>537,741</u>	<u>112,741</u>
Expenditures:			
Economic and physical development:			
Tourism:			
Contracted services - visitor services	222,181	209,883	12,298
Contracted services - support services	26,000	-	26,000
Contracted services - other	179,600	179,600	-
Occupancy tax holdback	25,500	32,264	(6,764)
Grants	13,500	13,500	-
Audit fees	10,500	5,200	5,300
Attorney fees	300	203	97
Advertising	275	103	172
Data processing services	4,500	2,382	2,118
Insurance	980	284	696
Miscellaneous	3,000	2,086	914
Training, conferences and conventions	2,500	-	2,500
Special projects and partnerships	20,315	5,315	15,000
Total expenditures	<u>509,151</u>	<u>450,820</u>	<u>58,331</u>
Revenues over (under) expenditures	(84,151)	86,921	171,072
Other financing sources			
Fund balance appropriated	84,151	-	(84,151)
Net change in fund balance	<u>\$ -</u>	86,921	<u>\$ 86,921</u>
Fund balance			
Beginning of year		<u>609,154</u>	
End of year		<u>\$ 696,075</u>	

Gross Receipts Revenues- 1% Prepared Food and Beverage Tax
Hillsborough Tourism Board

Month	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25**	% change	\$ change
July	\$30,453.70	\$31,257.81	\$30,716.14	\$33,289.37	\$30,141.73	\$36,934.94	\$39,681.23	\$50,598.52	\$43,607.55	16%	\$6,990.97
August	\$28,976.05	\$30,831.82	\$33,373.27	\$32,927.99	\$27,747.34	\$34,194.86	\$42,952.36	\$44,315.18	\$43,734.23	1%	\$580.95
September	\$27,050.52	\$30,232.18	\$30,144.31	\$31,530.78	\$28,978.57	\$32,071.32	\$41,000.07	\$40,292.48	\$45,549.93	-12%	-\$5,257.45
October	\$29,910.50	\$30,910.25	\$31,212.46	\$32,507.15	\$32,439.75	\$42,225.31	\$47,306.55	\$42,885.73	\$42,100.79	2%	\$784.94
November	\$28,563.38	\$28,064.84	\$27,845.69	\$32,791.66	\$26,556.92	\$33,296.27	\$38,487.16	\$31,463.71	\$43,976.03	-28%	-\$12,512.32
December	\$29,221.43	\$33,632.97	\$34,700.52	\$35,102.52	\$32,051.89	\$32,841.50	\$43,540.72	\$50,623.98			
January	\$24,142.18	\$24,189.98	\$30,528.22	\$33,471.34	\$27,658.67	\$31,213.91	\$35,566.32	\$38,269.81			
Feburay	\$26,610.30	\$29,746.09	\$27,012.88	\$27,360.99	\$27,666.32	\$33,829.54	\$45,426.08	\$41,900.67			
March	\$31,319.16	\$35,203.76	\$32,737.49	\$26,125.77	\$33,038.95	\$36,250.16	\$39,965.61	\$42,895.16			
April	\$28,317.73	\$31,415.35	\$31,713.63	\$27,325.30	\$34,293.11	\$44,108.70	\$46,018.28	\$57,121.69			
May	\$33,371.01	\$31,731.17	\$31,266.83	\$26,026.84	\$34,501.60	\$41,870.82	\$43,563.55	\$53,602.69			
June	\$29,256.32	\$35,870.73	\$31,034.18	\$27,227.52	\$33,630.05	\$39,865.00	\$38,687.15	\$43,771.74			
YTD total	\$347,192.28	\$373,086.95	\$372,285.62	\$365,687.23	\$368,704.90	\$438,702.33	\$502,195.08	\$537,741.36	\$218,968.53		-\$9,412.91

**** BEGINNING FY25 THE 6% HOLDBACK IS DEDUCTED FROM OUR MONTHLY PAYMENT.
AMOUNT ON CHART IS THE ACTUAL TAX COLLECTED FOR THE MONTH.**