

Agenda

Hillsborough Tourism Development Authority

5:30 p.m. August 12, 2026

Town Board Meeting Room, 105 E. Corbin St.



1. **Call to order and confirmation of quorum**
2. **Agenda changes and approval**
3. **Minutes**
 - A. April 15, 2026
4. **Discussion/Action Items**
 - A. Special Projects and Partnership Funding Requests:
 - i) CycleNC Mountains to Coast (rollover from FY26)- \$10,000
 - ii) Flushfest- \$15,000
 - iii) Moorefields Bluegrass Festival Partnership- \$2,500
5. **Monthly Reports and Updates**
 - A. Tourism Staff Updates
 - Hillsborough, NC to Hillsborough Ireland potential partnership
 - Updates at the OCVB and Town of Chapel Hill
 - Fund balance spend down ideas
 - Need to fill Occupancy Tax seat vacancy
 - Contracting/Funding Structure discussion (for a future meeting)
 - B. Occupancy Tax Report
 - C. TDA Member Comments & Updates
6. **Adjournment**

Minutes

TOURISM DEVELOPMENT AUTHORITY

Regular meeting

5:30 p.m. April 15, 2026

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



Present: Chair Meaghun Darab and Victoria Pace

Staff: Planning and Economic Development Manager
Shannan Campbell
Planning Technician Dakota Kimbrough

1. Call to order

Chair Meaghun Darab called the meeting to order at 5:34 p.m. Planning and Economic Development Manager Shannan Campbell confirmed the presence of a quorum.

2. Agenda changes and approval

Motion: Member Victoria Pace moved to approve the agenda as submitted. Chair Meaghun Darab seconded.

Vote: 2-0.

3. Minutes

A. December 1, 2025

B. March 4, 2026

Members reviewed the minutes submitted for the meetings on December 1, 2025, and March 4, 2026.

Motion: Member Victoria Pace moved to approve the minutes as submitted. Chair Darab seconded.

Vote: 2-0.

4. Discussion/Action items

Special Projects and Partnership Funding Requests:

A. Alliance Outlandish Festival Shuttle Sponsorship – \$5,000 (FY27)

Kelly Arnold, Programs and Events Coordinator with the Alliance for Historic Hillsborough, presented a request for \$5,000 in FY27 funding to support shuttle services for the Outlandish Festival, scheduled for September 26, 2026. Ms. Arnold explained that all festival events would be consolidated at Ayr Mount this year, moving away from the previous split-location format between Ayr Mount and the Visitor Center, which had placed significant strain on a small staff.

To encourage visitors to make a full weekend of their trip to Hillsborough, the Alliance is coordinating a Friday night Ceilidh event in conjunction with HAC's Last Fridays, Scottish-themed after-parties with local partners including Yonder and Moorefields, and discounted lodging rates with the Colonial Inn for one- or two-night stays. Spencer's Tavern is also expected to offer Scottish-inspired programming.

101 E. Orange St., PO Box 429, Hillsborough, NC 27278
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www.visithillsboroughnc.com | @HillsboroughNC

Ms. Arnold outlined a shuttle plan utilizing three vehicles: one Category C vehicle (30-passenger capacity) and two Category D vehicles (up to 40-passenger capacity each). Shuttles would run from Court Street in downtown Hillsborough to Ayr Mount to serve overnight visitors and those using local businesses, as well as from Orange High School's parking lot to manage overflow vehicle traffic and keep downtown parking available for regular visitors and merchants. Ms. Arnold noted that the single 13-passenger van sponsored by Capital Ford at the previous Outlandish was cited as insufficient to serve the number of attendees, and that improving the shuttle experience was the number-one piece of attendee feedback received.

Commissioner Darab raised two questions: whether shuttle assignments could be flexibly redistributed as demand shifted—particularly at closing time—and whether West End businesses might be served by a shuttle stop. Ms. Arnold confirmed that vehicles could be reassigned dynamically. Regarding West End outreach, she noted that River Brewing and Whit's are participating as on-site festival vendors, and that Nash Street Tavern and Hillsborough Barbecue had been sent multiple invitations to participate in the festival's business partnership program. She expressed openness to exploring a bump-out route for the smaller Category C vehicle to serve West Hillsborough, while acknowledging logistical considerations around turnaround space and parking lot usage.

Planning and Economic Development Manager Shannan Campbell confirmed that this request would be programmed into the FY27 budget since it was going to take place in FY27, so there would be no FY26 budget amendment needed.

Motion: Member Pace moved to approve the Alliance Outlandish Festival Shuttle Sponsorship in the amount of \$5,000 in the FY27 budget. Chair Darab seconded.

Vote: 2-0.

B. HAC Solstice Lantern Walk Sponsorship – \$10,000 (FY27)

Heather Tatreau, Executive Director of the Hillsborough Arts Council (HAC), presented a request for \$10,000 in FY27 funding to support the Solstice Lantern Walk, a community event drawing close to 6,000 attendees. Ms. Tatreau shared materials from the Solstice Lantern Walk held the prior year and summarized key outcomes from the accompanying impact report. The funds requested would support staff time and expanded marketing outreach well beyond the Hillsborough area.

Ms. Tatreau described active efforts to promote overnight stays around the event, including a dedicated "Make It a Weekend" landing page on the HAC website, a partnership with the Colonial Inn, and outreach to local Airbnb hosts for discounted rates during the event weekend. The Solstice Lantern Walk is held on the Saturday nearest the winter solstice and is coordinated with the Alliance and the Chamber as part of the broader holiday weekend programming.

Darab noted that the event's shift to a self-paced format, rather than a fixed start time, had drawn positive feedback from downtown businesses, who observed a more even flow of visitors throughout the evening rather than concentrated surges. Darab also recounted that Scott Pasley, a West Hillsborough business owner, had attended the event with his family, received shuttle service, and subsequently shared positive feedback. This was noted as a meaningful step in continuing to build a collaborative relationship with West Hillsborough.

A board member proposed increasing the TDA's contribution from \$10,000 to \$20,000, reasoning that the Solstice Lantern Walk is one of the strongest overnight-stay drivers in Hillsborough's event calendar, and that the TDA's fund balance and revenues could support the larger investment without fiscal strain.

Motion: Member Pace moved to approve the HAC Solstice Lantern Walk Sponsorship in the amount of \$20,000 in the FY27 budget. Chair Darab seconded.
 Vote: 2-0.

C. HAC Handmade Parade Sponsorship – \$10,000 (FY27)

Ms. Tatreau presented a second HAC request for \$10,000 in FY27 funding to support the Handmade Parade, which will be held in April 2027 after a three-year gap. The event was delayed due to staffing constraints and, significantly, the loss of the organization's inventory of parade puppets to mold and flood damage from TS Chantal. To address this, HAC intends to increase its contract with Paper Hand Puppet Intervention, bringing more performers and larger puppets to fill out the parade. The route will proceed from Burwell to the Old Courthouse Lawn, concluding with a pageant showcasing community-built puppets.

Ms. Tatreau explained the historic funding structure: the Tourism Board has traditionally contributed \$5,000 per year across two fiscal years—including non-parade years used for planning and workshops—totaling a \$10,000 aggregate contribution per parade cycle. Because HAC did not make an ask in the previous year due to the delay, the current \$10,000 request effectively represents the full two-year contribution. The event has been moved to April to avoid the heat of the prior June scheduling and the crowded fall event calendar, and because Paper Hand Puppet's own major production runs in August and September.

HAC plans to replicate the "Make It a Weekend" web page approach used successfully for the Solstice Lantern Walk, extending it to the spring and promoting Saturday-to-Sunday stays, brunches, and other local experiences. Ms. Tatreau noted anecdotal evidence of the event's long-term civic impact, with many current residents saying the Handmade Parade was their introduction to Hillsborough and a reason they chose to move there. A call received from a San Francisco couple inquiring about the parade's return was cited as evidence of its regional and national reach.

A board member acknowledged some uncertainty about how directly the Handmade Parade—an afternoon event—would generate hotel stays compared to the Solstice Lantern Walk but expressed strong support for the event's role in introducing new visitors to Hillsborough and building long-term community identity.

Motion: Member Pace moved to approve the HAC Handmade Parade Sponsorship in the amount of \$10,000 in the FY27 budget. Chair Darab seconded.
 Vote: 2-0.

D. Draft FY 2027 TDA Budget – in progress

Campbell presented an updated draft FY27 TDA budget, noting a correction from the packet version: a website update line item had been inadvertently deleted and has been restored.

Advertising and Photography: The board discussed the advertising budget, which is proposed to increase this year and subsequent years, with the incremental increase attributable to a recurring photography needs and additional ad buys as revenues increase to increase overnight stays. Campbell noted that a professional photographer is engaged periodically throughout the fiscal year to refresh Visit Hillsborough's image library, and that purchasing advertising in bulk alongside the Alliance for Historic Hillsborough—as piloted this past year—has allowed the TDA to obtain more favorable rates. The geographic advertising reach covers Virginia, the Piedmont, Roxboro/Person County, Raleigh, and

Durham, with less emphasis on eastern markets. The board expressed support for maintaining and modestly growing this line.

Holiday Décor: Manager Campbell confirmed that approximately \$10,000 will again be budgeted for holiday decorations. Remaining funds from the prior year not yet spent will return to fund balance. Planned expenditures include additional fiberglass gift packages for the downtown holiday tree and replacement of deteriorated bow decorations for the downtown wreaths.

Website Update: Campbell briefed the board on the need for a website overhaul for the Visit Hillsborough website, which is showing its age in functionality. The current WordPress theme is no longer supported, resulting in increasing technical workarounds. Additionally, new federal ADA accessibility guidelines for websites prompted a recommendation to conduct an accessibility audit and update. While the TDA and Tourism Board are public authorities rather than units of local government, Campbell indicated a preference to proactively meet accessibility standards to ensure the site is fully usable by visitors with disabilities.

Performing Arts Placeholder: The budget retains a \$10,000 placeholder for a performing arts facility or initiative. Campbell noted that previous plans—which had included identified space, staging, and acoustics design—have been substantially disrupted following TS Chantal, with Orange County Arts Commission currently focused on returning to the once flooded Eno Mill. The board agreed to retain the placeholder at \$10,000 rather than increasing it or removing it, with the understanding that a budget amendment can be made if a specific opportunity materializes and more funds are needed.

Uproar Festival Placeholder: A placeholder for the Uproar Festival was noted for FY27. Campbell anticipated that Orange County Arts Commission will return with a request for the event. The board affirmed the festival's value as a driver of visitor engagement during a typically slow period, citing positive responses to the interactive public art installations and QR code programming from the prior year.

River Park Concert and Flush Fest: Manager Campbell noted that the River Park Concert funding is already programmed in FY27. Regarding Flush Fest, it was noted that one of the event's co-organizers had passed away, and no formal request has been received yet to support that event. Campbell indicated an intent to follow up with the remaining organizer and said that a request may be coming.

Riverwalk Shelter: Brief discussion touched on a proposed Riverwalk shelter near Nash and Kollocks Street that remains under consideration in the Town's capital budget as a shared project. Board members expressed some reservations about the value of the investment given existing tree canopy and shade, though acknowledged the decision ultimately rests with the full Town Board. The board indicated they would help cost share where needed to provide resident and visitor shade structures.

5. Monthly reports

A. Tourism Staff Updates & Occupancy Tax Reports

Campbell reported that occupancy tax collections are tracking on schedule, with projections indicating FY26 will finish close or over FY25 actuals. The board expressed confidence in the revenue outlook supporting the proposed expenditures in FY27.

B. TDA Member Comments & Updates

The board confirmed upcoming meeting dates. No additional member comments were offered.

6. Adjournment

Motion: Chair Darab moved to adjourn the meeting at 6:24 pm. Member Pace seconded.

Vote: 2-0.

Respectfully submitted,

Dakotah Kimbrough
Planning Technician
Staff support to the Hillsborough Tourism Development Authority

Approved: August X, 2026

DRAFT



**Cycle North Carolina – Mountains to Coast
Overnight Host Community Informational Sheet**
MONDAY OCT. 5th from 10am to
TUESDAY OCT. 6th at 3pm



Host Community Will Receive the Following Benefits:

- ☐ One night stay from 900 participants.
- ☐ More than 4.6 million media/print impressions. (\$250,000 value)
- ☐ Introduction of your community to participants throughout North Carolina, the U.S. and other countries.
- ☐ Additional revenues from concessions, catering, hotel stays, dining, shopping, attraction visits, etc.

Host Site Requirements and Expectations of Host Community:

- ☐ **Campsite (Outdoor & Indoor facilities) River Park for camping; Gold Park for RVs**– Facilities should be large enough to accommodate the following: Outdoor camping with tents (approx. 200-300 tents); 2 shower tractor trailer trucks, water and sewer access for the shower trucks; large parking lot space for bike mechanics and their support vehicles; CNC Vendors, their staff and vehicles; indoor space for safe shelter during severe weather, meals and massage therapists; RV's (15-20 total) and a large lot for CNC support vehicles (15 total).
 - ☐ **Preferred outdoor facilities:** large park/open field area (i.e. athletic fields (football, soccer, baseball, etc)) with level grassy areas for tent camping. Enough parking for approximately 50-75 vehicles.
 - ☐ **Preferred indoor facilities- St Matthews?:** gymnasium, community center, multi-purpose buildings, convention center rooms, school classrooms, nearby church gymnasium or fellowship hall, NC Armory, etc. all work well
 - ☐ *Indoor facilities for safe shelter & meals (see below) should be onsite or adjacent to the outdoor camping area and offer easy access by foot from the outdoor camping area.*
 - ☐ All facilities should be provided for the event at no cost.
- ☐ **Host Town Point of Contact** - A designated person in your office or the community to serve as the point of contact. Person would serve as the Local Organizing Committee chair, assist in securing hotels room blocks, rates, volunteers, etc. as well as assist in coordinating the Local Organizing Committee meetings on a local level.
 - ☐ **Local Organizing Committee** – Committee typically includes representatives from local CVB and/or Chamber of Commerce, Tourism Development Authority, Police Departments (local, state and county), Emergency Management Departments, civic group, public works, facility contacts or community organizations.
- ☐ **Local Welcome Tent** set up by 10am– A Local Visitor and Welcome tent is required at the host site from 12pm to 6pm the afternoon of arrival. This welcome tent provides the cyclists with area information, directions (shops, restaurants, hotels, Laundromat, etc.), entertainment options, shuttle route information and local knowledge. This will be the participant's main source for local information and one of your best tools to get participants into town for food and shopping.
- ☐ **Campsite Access Control and Welcome Group** – Volunteers or police are required to control access to the campsite from 10am-5pm. A welcome/cheering group of locals is always encouraged as folks ride through the finish line from 12pm-4pm.
- ☐ **Afternoon/Evening Entertainment- A live band in the Farmer's Market Pavilion?** – Each overnight town is responsible for providing entertainment (live music, downtown street festival, classic car shows, beverage gardens, off site tours, etc.) for the cyclists while in town.
- ☐ **Local Transportation** - *Local shuttle service must be offered by the host town to transport cyclists from the campsite to various hotels, restaurants, attractions and any off-site entertainment venues.* Shuttles should run from 2pm to 9pm on arrival day. The number of shuttle buses (typically school buses or charter buses) will depend on length of shuttle route and the size of the shuttles provided. This service is the main tool for getting Cycle NC participants into local businesses, hotels and restaurants to spend money and explore your community. Cycle NC has two shuttle buses available to supplement the town provided shuttles. One bus will start running at 1pm and the other will start at 4pm. The towns should have representatives stationed at each shuttle stop that have communication to a *town provided shuttle coordinator.*
- ☐ **Hotel Accommodations** – 200-300 participants will need local accommodations at a discounted CNC rate in close proximity to the host site with shuttles running to/from the hotels. *Cycle NC requests to have three to four complimentary hotel rooms at each hotel in close proximity to the host site for the CNC Staff, VIPs or Law Enforcement*

- ❑ **Volunteers** - 10-20 volunteers to assist with campsite logistics, registration, parking, traffic flow, etc. This can also be church groups, boy scouts, football teams, civic groups, etc. using this for donations for their group.
- ❑ **Law Enforcement** - Support from local, state and county law enforcement agencies to assist with security at campsite throughout the evening. Cycle NC will also need to coordinate with local law enforcement for traffic control on the route into and out of town. It is suggested that law enforcement be included in the meetings so they are up to speed with event details.
- ❑ **First Aid/EMS Coverage** - Towns to provide assistance in securing medical/first aid tent at camp from 12pm-5pm. This could include a mobile hospital center, medical trainers, local ems or firemen, etc.
- ❑ **Trash Assistance** from Town/facility at campsites and other related facilities. 10-15 trash/recycling containers provided around camp and 5-10 at the meal area. The town will need to ensure the trash is disposed of properly.
- ❑ **Power Plan** – This event requires use of power for charging stations, vendors, the shower truck and rider services. Having at least 4 dedicated circuits on-site is highly recommended. Towns will need to have personnel on-call to assist with any power issues/needs.
- ❑ **Luggage Assistance** – Volunteers are needed to assist the Cycle NC staff in unloading luggage at the campsite from 10am-12pm on arrival day. These same volunteers are welcome to stick around and assist cyclists getting their bags to their tent site in the afternoon as well.

Questions to be answered regarding your community and area:

1. Provide as much information as possible about the outdoor facilities (including camping space, parking, proximity to indoor camping, etc.) that you are suggesting.
2. Provide as much information as possible about the indoor facilities that you are suggesting for safe shelter, catered meals, yoga and massage.
3. What organization(s) would be responsible for providing and staffing the visitor/welcome area at the host site?
4. What organizations(s) would be responsible for providing volunteers?
5. Provide information about the hotels that are near the host site and the expected room rates.
6. Provide ideas on any entertainment, local vendors, food vendors, activities and/or visitor attraction information that your community would be able to provide to the participants.
7. Provide a tentative plan of action for providing in-town shuttles.
8. Provide a list of other organized bicycle rides or events that your community has been involved with and the dates of those events.

FLUSHFEST



*West Hillsborough's homemade
music and film festival*

FlushFest: West Hillsborough's Homemade Music and Film Festival:
A weekend-long festival celebrating local music and classic silent film. A project of West Hillsborough based nonprofit The Appropriate Sanitation Institute

Outline/Overview of the requested proposal::

The Appropriate Sanitation Institute, a West Hillsborough based nonprofit, is requesting **\$15,000** to support organization, supplies and musician stipends for **FlushFest, West Hillsborough's homegrown music and film festival**. This year FlushFest is expanding to three days instead of two. We are requesting \$5000 for each day of the festival.

Over the years, FlushFest has become a beloved tradition, known for its quirky charm, diverse talent, and welcoming community spirit. The festival will take place on Friday, Saturday and Sunday, October 9, 10 and 11, 2026, featuring three days of local music, film, and food trucks. Around 60 performers will grace FlushFest's stages at venues across West Hillsborough. Highlights include: two stages of live music on Friday evening and all day Saturday at Eno River Brewing, and on Sunday at Eno House.

The lineup at ERB includes Congolese Marimba by Godi Godar, The Halfbacks, featuring Jess Klein and Mike June, Bollywood funk by Project Mastana, original music in Spanish by Emmsy, originals by Ballratz, French music by Allez Les Bleus, oldtime by Sugaree String Society, Hillsborough's own Boom Unit Brass band, Samba from Northern Brazil by Netinho Maranhão, British rock by SYN3, Son Jorocho from Veracruz,

Mexico by Son de Carolina, original piano music by Andrew Robbins Pollack and Stephen Smith, world music by Alexandra Valladares, cumbia by Renzo Drums, the Color and Light Choir, punk by Dead Rat Disco, Ukrainian music by Red Kalyna, and renowned senegalese musician Felwine Sarr.

Eno River Brewing will host two stages, one stage on the main patio, and another smaller stage in the grove, the wooded area behind the main ERB lawn. The grove stage will feature smaller acts, with one or two people. We will alternate music on the two stages - while one band is playing on one of the stages, another will be setting up on the other stage, allowing us to have constant entertainment and also for festival goers to see every single act.

ERB will also host a dedicated kids' activity area with outdoor games. and our whimsical toilet themed photobooth, where festival attendees can snap pictures of their friends peeking through the seat. Eno River Brewing will again make the special FlushFest beer, "Pete's Royal Flush," which will go on sale a couple of weeks before the festival. We have also invited several local nonprofits that work on clean water to share the work they are doing. They include Sound Rivers, The Mayfly Project and Clean Water for NC.

Programing at Eno House on Sunday includes a children's theater project, Highland Dancers, Footnotes Tap Ensemble with live jazz, Durham based Omymachine, The Boiling Frog Collective, featuring live music with original film in the background, and an eclectic reel to reel vintage film ensemble by Durham Cinematheque.

Community and Economic Impact

FlushFest strengthens the West Hillsborough community while attracting attendees from outside the neighborhood, nearby towns and even from other states. In 2025 volunteers at the donation desk recorded attendees from Durham, Chapel Hill, Mebane and Raleigh, as well as from as far away as Tennessee, Florida and New York. This year volunteers will continue to track out of town guests who make a donation at the festival check in table. Festival attendance is expected to reach 3000 - 5,000, which will bring in an estimated \$131,550 of business to Hillsborough, according to the Americans for the Arts calculator.

FlushFest has a strong partnership with local hotels and short term rentals. We have a link to Hillsborough lodging and dining on the FlushFest website. The Colonial Inn has always offered a FlushFest discount to festival attendees, and in 2025 the Holiday Inn Express also offered a 20% discount. In 2025 we reached out to all of the short term rentals on AirBnB which have vacancies for the festival weekend, and for those who decided to participate we included a link to their listing on our website. We will be doing the same outreach in 2026.

Promotion and Outreach

Our advertising plan includes:

- 1000 posters in Hillsborough, Durham, Chapel Hill, and surrounding towns
- 20 Yard signs in strategic intersections in Hillsborough, surrounding towns, private properties and festival sites.
- A banner at the town entrance and at Eno River Brewing
- Event listings and coverage in *Indy Week*, VisitHillsboroughNC.com, Evenbright, *News of Orange*, Chapel Hill Magazine, allevents.in, CBS17 TV, WHUP FM, and WUNC FM.
- We will list local hotels and short term rentals on our website, facebook page and Instagram.
- Regular postings on Instagram, Facebook, including local Facebook groups, Nextdoor and other local social media.

We are requesting funding to support this unique festival. We would like to offer our musicians a thank you stipend which will help us to attract and retain the incredible musical talent we have been able to offer in the past, as well as to pay our dedicated staff. The festival enhances Hillsborough's reputation as a leader in the arts in the Triangle area, and spotlights West Hillsborough as a vibrant, creative hub.

Project Description:

Now in its ninth year, FlushFest has become a West Hillsborough institution, showcasing local musicians, writers, and filmmakers whose talent often extends to national and international stages.

FlushFest, as its name implies, celebrates toilets with humor and purpose. FlushFest is a project of [The Appropriate Sanitation Institute](#) (ASI), a West Hillsborough based nonprofit. ASI shares knowledge about Condominial Sewerage, a sewerage system which is capable of serving urban slums in places where conventional sewerage cannot reach. Our current projects include an online certificate program, and an internship program to bring students from around the world to Brazil to learn this technology, and start cleaning up water in their own countries. To keep the festival accessible to all, entrance is by any donation.

The festival takes place at Eno River Brewery and Eno House in West Hillsborough. Parking is available at neighboring churches West Hill Baptist Church, First Community Baptist Church, Hillsborough Wesleyan Church, Redeye and the Eno Mill and Nash Street lots.

Our festival director, Grace Beeler, has produced and organized the festival eight times. Until 2024, all the bands played free of charge, and we have been lucky enough to have had some wonderful volunteers to donate equipment, set up and break down the festival, do sound mixing, kids activities, work at the front desk and more. In 2024, thanks to support from the town and local sponsors, we were able to compensate the organizers, musicians, and sound technicians for some of the hard work that it takes to run a festival.

We have also been very lucky to receive donations, both in the form of funds and gift cards or merchandise from local businesses. In 2025, we got support from the Town of Hillsborough with both a Tourism Board and a Tourism Authority grant, of \$10,000 each. We got nearly \$7,000 in sponsorship funds from local businesses, as well as donations of goods and services such as T-shirts, gift cards, and meals for musicians. These included Coleman, Merritt, Murphy & Rainsford, Edward Jones investments, Wes Seifert, PHE, Sumedha Ariety Family Fund, Hillsborough Holdings, Redeye, Strong Arm Bakery, Eno River Mill, Cindy Macntyre, Sports Endeavors, Michael and Gail Corrado, Eno River Dental, Hillsborough BBQ, Kiwanis Club, Flow 3-D, Paynter Law, Total Exposure Designs, Intensity Graphic Design, Purple Crow Bookshop, Colonial Inn, Heather Bree Acupuncture, Earth Yoga, Alliance for Historic Hillsborough, Margaret Lane Gallery, Judy Ackly Brown, Cedar Walk Wellness Center, Pizza Conicione, Village Diner, Serratorre, Swarm Hunter, and Hillsborough Wills and Trust. We anticipate having support from these

businesses again, and more in 2026.

Through a combination of support from local businesses and donations collected at the door, we plan to make FlushFest sustainable over time.

Detailed Proposed Project Budget FlushFest: West Hillsborough's Homemade Music and Film Festival				
a. Item	b. Amount Requested (for each item)	c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
		Amount	Source	
1. Festival organization/setup/teardown	4000	\$16,000	In kind donations, Coleman, Merritt, Murphy & Rainsford, Edward Jones investments, Wes Seifert, PHE, Sumedha Ariety Family Fund, Tom and Marilyn Goehl Family Fund	\$ 20,000
Festival volunteers (planning, setup, festival days, cleanup)		\$15,500	In kind donations	\$15,500
2. Musical acts, readings, films		\$9,000	In kind donations	\$9,000
3. Musician/sound crew stipends	\$2,000			\$2000
4. Food for musicians		\$500	The Village Diner, Nomad, Saratore, Cornicione	\$500
Sound equipment rental	\$1,000	\$1500	PHE, Summit Engineering,	\$2,500
Sound technicians	\$1,000			1000

4. Supplies for lawn games, kids activities and photo booth.		\$250	Eno River Dental	\$250
5. T-shirts, keychains and other thank you gifts for donations		\$1050	Total exposure, Soccer.com, Redeye Records, Cindy McIntyre	\$1050
6. Advertising	4000			4000
7. Insurance	3000			\$3000
TOTALS (sum of each column)	\$15,000	\$43800		58,800
** PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				
Total Project Funding Requested \$15,000				

Hillsborough Tourism Development Authority FY27 Special Project/ Partnership Funding Request



Organization Information

Organization Name: Friends of Moorefields

Contract Contact Person and Title: Cecily Nisbet, Executive Director

Contact Person Email: Cecily@moorefields.org

Contact Person Phone: 919-771-3144

Organization Street Address: 2201 Moorefields Road

City: Hillsborough

State: NC

ZIP Code: 27278

Organization's Annual Operating Budget: \$ 115,000

Amount of TDA funding being requested: \$ 2,500

FISCAL YEAR: FY27

General Information

Outline/Overview of the requested proposal:

Moorefields is presenting its 11th Annual Bluegrass Festival on October 10th from 1-6pm. This event's purpose is two-fold: 1) to bring together the community in a place of natural beauty and history; and 2) raise funds for the Friends of Moorefields, the 501(c)(3) that operates the entire site and welcomes the public. The festival promotes increased visibility for the house, is a statement toward preservation, and serves as an opportunity to further promote historic Orange County. Five Bluegrass bands will perform from 1-6pm. This year's line-up is: 1pm - Slippery Hill; 2pm - Pickard Mountain; 3pm - Hodnett Family; 4pm - Nixon, Williams & Gage; 5pm - GrassStreet.

Visitors from Hillsborough and around the state will enjoy an afternoon filled with lively performances, food trucks, and beverages available for purchase. We will have games available for families to enjoy including Bocce and large-scale Jenga. We hope the support from the TDA will help cover necessary expenses, mainly the five bands, which are from across the Piedmont and draw attendees from around the state. This will allow funds from ticket sales to go towards fundraising efforts for house and site needs.

Please explain how the proposal will promote tourism in Hillsborough:

This event will be well promoted across the state and will highlight the vibrant arts and historic community that we have in Hillsborough. Visit Hillsborough has already started promoting the event. Additional examples of our planned promotions include: Preservation North Carolina (which hosted a very successful Ramble event in Hillsborough on June 6th) is eager to promote the event to its statewide email list of 10,000 people; Brunswick Town/Fort Anderson State Historic Site, near Wilmington, is excited to promote the event to its Friends group of about 2,000 (Moorefields' founder Alfred Moore grew up and is buried there); the Piedmont Wildlife Center is prepared to share information with its 10,000 followers.

We will have five food vendors from the local community, mostly from the Piedmont Food Processing Center. Nomad will also be selling food. We will be selling beer from Eno River Brewing at our beverage tent, who have offered to give us a discount. All our sponsors are invited to have tables to promote their organizations- and encourage more investment in Hillsborough. For example, Bailey Bee Supply and Leland Little Auctions are planning to have tables.

There is a lot of buzz about Moorefields and this is the moment for us to take advantage of that- for the whole town. Visitors are starting to come from further afield- and they almost always go to lunch downtown before or dinner after their visit. An example is a group of 30 women visiting from Raleigh on November 4th. They will visit Burwell School, Ayr Mount, lunch at Antonia's and then spend the afternoon at Moorefields. The more funds we can raise, the greater ability we will have to welcome groups and individuals from around the state.

Tourism Impact

Please estimate the number of residents this proposal will serve: 400

Please estimate the number of tourists this proposal will bring to town: 350

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

For the past ten years, Moorefields has hosted a fall Bluegrass Festival. We added a Jazz Festival this spring, because of the strong encouragement of attendees to have more music at our beautiful site. We typically have 400-600 for the Bluegrass Festival. Last fall, 2025, we had 500 attendees, based on our manual clicker counter at the gate. Of these, approximately 150 purchased tickets online in advance. Based on their home zip codes, 50% were from Hillsborough, the other 50% were from other parts of NC or out of state.

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

Our Executive Director has developed relationships with the Colonial Inn and the Holiday Inn Express and she will be delivering materials to them about the Festival. Our colleagues at the Alliance for Historic Hillsborough, Orange County Historical Museum, and the Visitors Center will help spread the word and encourage attendance. We were featured in a promotion this spring with social media influencer KateHikesNC, who has 211,000 followers across NC and beyond. We had 12,600 views on her reel about Moorefields. I'm hoping that she will promote the Festival, as well. We will promote the Festival to our partners at Burwell School and Ayr Mount, which we hope will increase attendance. Additionally, over the past year we have doubled our social media followers, and our email distribution list has increased. By utilizing these tools, we hope to encourage visitors from beyond Hillsborough.

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

We will have five local food trucks selling food. Nomad has agreed to have a table, and we are working with the Piedmont Food Center to find other local businesses. We will have beer and wine for sale. Eno River Brewing will provide beer at a discount, and they will be our exclusive beer for the festival. We would also like to have information from the Alliance for Historic Hillsborough and other local sites of interest on display.

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

While this is hard to estimate, we plan to better interview our guests as they enter the grounds, as to what other activities in the area they will enjoy. This information will also be helpful to us for future event planning, partnership opportunities and fundraising efforts.

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

We were alerted in June of this year by the Orange County Visitors Bureau that they would no longer be able to support this annual event. They have been a committed sponsor since our first Bluegrass Festival, donating \$2000 annually AND designing, printing, and distributing all posters promoting the event (a value of at least \$1000). We are therefore looking to make up the difference in a short amount of time this year. This also provides us with a planning strategy for 2027.

This event will always need sponsors to enhance ticket sales and to be a strong fundraising event- our main one of the year. It is imperative that we work to find other community organizations and businesses to increase the number of sponsors in the future. Leland Little is in their second year of sponsorship and building a relationship with us. The food truck owners have been eager to return. Many participants during our Sunday open houses and reserved tours were at the festivals in the past, excited to come back for detailed tours.

Detailed Special Project/Partnership Budget

a. Item	b. Amount Requested via Grant Funds (for each item)	c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
		Amount	Source	
Ex: Revolutionary War Re-enactors	Ex: \$1,000	Ex: \$300	Ex: State Historical Society	\$1,800
1. Five bands	\$2500	\$	Hillsborough TDA	\$2500
2. Audio Visual	\$	\$600	Bailey Bee Supply	\$ 600
3. Security	\$	\$500	Southern Energy Manageme	\$ 500
4. Portapotties	\$	\$600	Enbridge	\$ 600
5. Publicity	\$	\$1000	Tom Struckmeyer	\$1000
6. Beer/wine	\$	\$200	Eno River Brewing	\$ 500
7. Food for performers	\$	\$170	Jersey Mike's	\$ 170
8.	\$	\$		\$
9.	\$	\$		\$
10.	\$	\$		\$
11.	\$	\$		\$
12.	\$	\$		\$
13.	\$	\$		\$
14.	\$	\$		\$
15.	\$	\$		\$
16.	\$	\$		\$
17.	\$	\$		
TOTALS (sum of each column)	\$2500	\$3070		\$5570

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

Total Project Funding Requested from TDA \$2500

Percentage of Matching Funds Provided
(by either 'In-Kind Donations' or 'Other Sources'): 55 %

Dollar amount of Matching Funds Provided (by either 'In-Kind Donations' or 'Other Sources'):	\$ 3070
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☒ Check this box acknowledging that all funds must be used for the program/event as outlined in the budget and that the tourism logo and tourism partnership should be acknowledged and

displayed on all promotional materials (flyers, tshirts, banners, social media posts) where other sponsors are listed or promoted.

8/4/2026
Date

A handwritten signature in black ink, appearing to read "Cecily T. Nisbet". The signature is fluid and cursive, with the first name "Cecily" being more prominent.

Cecily T. Nisbet
Signature & Printed Name

TOURISM DEVELOPMENT AUTHORITY				
OBJECT	FY26 BUDGET	FY27 BUDGET	FY28 BUDGET	FY29 BUDGET
Audit Fees	5,000	5,000	6,000	6,000
Attorney Fees	350	350	350	350
Training/Conferences/Conventions	2,600	2,600	2,600	2,600
Advertising	20,300	23,300	24,300	24,300
<i>Ad Buys/Tourism Marketing/Photography</i>	17,500	20,500	21,500	21,500
<i>Budget Public Hearing Ad</i>	300	300	300	300
<i>WHUP Underwriting</i>	2,500	2,500	2,500	2,500
Data Processing Services	3,200	3,600	3,600	3,600
C.S./Town Of Hillsborough	13,000	13,000	13,000	13,000
<i>Support Staff</i>	13,000	13,000	13,000	13,000
Dues & Subscriptions	-	-	-	-
Insurance	1,200	1,200	1,200	1,200
<i>Bond Insurance</i>	180	180	180	180
<i>Liability Insurance</i>	1,020	1,020	1,020	1,020
Miscellaneous	3,500	3,000	6,200	6,200
Special Projects/Partnerships	67,000	89,000	46,000	42,000
<i>Hillsborough Arts Council - Solstice Lantern Walk Event Sponsorship</i>	10,000	20,000	-	-
<i>Hillsbrough Arts Council- Handmade Parade Sponsorship</i>		10,000		
<i>Alliance_ Outlandish Shuttle Sponsorship</i>		5,000		
<i>Holiday Decorations</i>	10,000	10,000	-	-
<i>*Performing Arts Center Exploration</i>	-	10,000	-	-
<i>VisitHillsboroughNC.com Website Update (TB, TDA)</i>		14,000		
<i>Uproar Festival of Public Art cost Share (TB, OC)</i>		10,000		
<i>Town/TDA Uproar Public Art Purchase (FY26, FY28)</i>	4,000	-	4,000	-
<i>River Park Concert Marketing Sponsorship(FY 26)</i>	10,000.00			
<i>Town of Hillsborough A250 Event Sponsorship (FY 26)</i>	12,500.00			
<i>Moorefields JazzFest Sponsorship (FY 26)</i>	2,000.00			
<i>Uproar Supplemental Sponsorship (FY 26)</i>	5,000.00			
<i>Flushfest Sponsorship (FY 26)</i>	10,000.00			
<i>Small Town USA Photography/Sponsorship (FY 26)</i>	3,500.00			
<i>Unassigned</i>	-	10,000	42,000	42,000
3% Holdback Occupancy Tax	-			-
Starting in FY26 finance started taking percentage at revenue collection				
GRAND TOTAL	116,150	141,050	103,250	99,250
Anticipated Revenues	100,000	115,000		
Fund Balance Needed		26,050		

*Item deferred for several years due to staff capacity and TS Chantal

Gross Receipts Revenues- 3% Occupancy Tax
Hillsborough TDA- FY 26

Month	FY16	FY17	FY18	FY 19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	% change	\$ change
July	\$6,412.32	\$6,622.14	\$5,604.00	\$6,267.28	\$6,797.64	\$4,855.98	\$8,181.56	\$8,132.51	\$10,687.85	\$10,647.47	\$10,848.85	1.9%	\$201.38
August	\$6,335.36	\$6,458.94	\$6,094.39	\$5,288.34	\$6,390.74	\$4,381.47	\$9,090.84	\$11,288.27	\$7,286.14	\$11,088.07	\$10,118.93	-8.7%	-\$969.14
September	\$5,428.49	\$5,401.73	\$4,985.52	\$9,242.30	\$6,265.60	\$4,685.04	\$9,688.30	\$9,105.77	\$9,921.99	\$10,655.44	\$7,742.65	-27.3%	-\$2,912.79
October	\$6,208.61	\$7,925.60	\$7,028.33	\$7,774.28	\$5,598.44	\$5,117.90	\$9,918.92	\$11,250.80	\$16,372.05	\$11,966.48	\$11,400.31	-4.7%	-\$566.17
November	\$5,742.22	\$6,209.44	\$5,492.54	\$6,095.06	\$6,516.02	\$4,496.83	\$8,168.62	\$9,249.59	\$12,043.98	\$9,624.11	\$10,392.08	8.0%	\$767.97
December	\$4,100.27	\$3,201.66	\$4,238.66	\$4,569.26	\$2,608.42	\$4,191.23	\$5,791.34	\$6,406.47	\$8,236.79	\$7,919.84	\$9,451.59	19.3%	\$1,531.75
January	\$3,505.92	\$3,923.49	\$4,469.38	\$3,437.93	\$3,203.58	\$4,616.82	\$6,258.71	\$9,472.21	\$8,429.19	\$6,655.05	\$6,159.01	-7.5%	-\$496.04
Feburay	\$4,235.02	\$4,375.99	\$4,144.12	\$3,611.76	\$6,783.07	\$6,257.41	\$7,003.14	\$7,608.99	\$7,279.30	\$7,380.99	\$8,123.29	10.1%	\$742.30
March	\$5,403.98	\$5,266.85	\$5,263.71	\$5,285.74	\$4,023.83	\$6,947.85	\$7,977.29	\$11,422.90	\$11,806.95	\$10,171.33	\$10,020.77	-1.5%	-\$150.56
April	\$7,136.84	\$6,718.14	\$7,299.26	\$6,523.68	\$3,501.62	\$7,200.18	\$12,473.66	\$11,248.82	\$13,679.95	\$10,902.97	\$12,815.29	17.5%	\$1,912.32
May	\$2,834.44	\$6,800.03	\$5,149.78	\$6,948.12	\$3,916.17	\$8,718.04	\$11,221.93	\$12,615.64	\$13,537.25	\$11,431.33	\$13,517.61	18.3%	\$2,086.28
June	\$10,502.66	\$5,698.33	\$8,967.06	\$5,984.40	\$4,333.70	\$9,943.45	\$9,813.66	\$13,049.55	\$11,084.78	\$9,320.32	\$11,285.95	21.1%	\$1,965.63
YTD total	\$67,846.13	\$68,602.34	\$68,736.75	\$71,028.15	\$59,938.83	\$71,412.20	\$105,587.97	\$120,851.52	\$130,366.22	\$117,763.40	\$121,876.33	3.5%	\$4,112.93

****NOTE BEGINNING FY25 THE 3% HOLDBACK IS DEDUCTED FROM OUR MONTHLY PAYMENT.
AMOUNT ON CHART IS THE ACTUAL TAX COLLECTED FOR THE MONTH.**