

Agenda

Hillsborough Tourism Development Authority

5:30 p.m. September 10, 2025

Town Hall Campus HR Training Room, 100 E. Orange St.



1. **Call to order and confirmation of quorum**
2. **Agenda changes and approval**
3. **Minutes review and approval**
 - A. May 21, 2025 Budget Public Hearing Meeting
4. **Action Items**
 - A. Special Project & Partnerships Funding: Tinsel & Traditions Home Tour (Alliance)
 - B. Special Project & Partnerships Funding: Uproar Festival of Public Art (Orange County Arts Commission/Arts Alliance) additional funding request in FY26
 - C. Special Project & Partnerships Funding: FlushFest (After the Rain)
5. **Discussion Items**
 - A. CycleNC 2026 RFP and TDA funding/budget amendment to support the event
6. **Monthly Reports and Comments**
 - A. Tourism Staff Updates
 - B. TDA Member Comments & Updates
7. **Adjournment**

Hillsborough Economic Development Planner Shannan Campbell
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Minutes

TOURISM DEVELOPMENT AUTHORITY

Regular meeting- Budget Public Hearing

5:30 p.m. May 21, 2025

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



Present: Chair Meaghun Darab, Dani Black and Victoria Pace

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

1. Call to order and confirmation of quorum

Chair Meaghun Darab called the meeting to order at 5:32 p.m. Planning and Economic Development Manager Shannan Campbell called the roll and confirmed the presence of a quorum.

2. Agenda changes and approval

Motion: Member Dani Black moved to approve the agenda. Member Victoria Pace seconded.
Vote: 3-0.

3. Minutes review and approval

- A. June 6, 2024
- B. August 28, 2024
- C. February 12, 2025
- D. April 16, 2025

Chair Darab noted that the minutes were included in the packet. There were no changes requested.

Motion: Pace moved approval of all minutes as submitted. Black seconded.
Vote: 3-0.

4. Action/Discussion Items

A. Performing Arts Space opportunity at Eno Arts Mill (FY 2026)

Katie Murray presented an exciting opportunity for a performing arts space at the Eno Arts Mill. She provided a history of the need for performance space in Orange County and Hillsborough. Murray explained that the Eno Arts Mill, acquired in 2021, has been successful but primarily focused on visual arts. The community has consistently identified performance and rehearsal space as a high priority need.

Murray shared results from recent surveys indicating strong interest and support for a cultural arts facility in Hillsborough. She outlined the current challenges faced by performance groups in finding suitable venues and explained how this opportunity could address those needs.

The proposed space is the Cloth Mill event space at the Eno River Mill, offering 14,000 total square feet with a main event space of 11,000 square feet, outdoor courtyard, catering kitchen, and additional amenities. The space can accommodate 450 seated at tables or 700 standing.

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Murray discussed potential uses including theater, dance, film, concerts, cultural events, community gatherings, and private events. She emphasized the positive economic impact, estimating over \$64,000 per month in local spending based on conservative visitor projections.

The facility could also host an accessible youth theater program, which Murray highlighted as having significant positive impacts on participants. She noted the potential for conferences and events that could bring overnight visitors to Hillsborough.

Murray requested \$40,000 from the TDA to help with startup expenses, including acoustic treatments, a modular stage, and other necessary equipment. She explained that this support would strengthen the proposal when presented to the County Commissioners in September to see if they would also support the project.

Board members asked questions about parking, catering possibilities, and comparisons to other venues. They expressed enthusiasm for the project and its potential benefits to the community and tourism growth potential.

Motion: Pace moved to reallocate \$30,000 in funding for a proposed cultural and performing arts feasibility study and add \$10,000 from the fund to meet Murray's request of \$40,000. Black seconded.

Vote: 3-0.

B. Public Hearing for the draft FY 2026 TDA Budget

The board prepared to open the public hearing for the draft FY2026 budget.

Motion: Pace moved to open the public hearing for the draft FY2026 budget. Black seconded.

Vote: 3-0.

No members of the public were present to speak. The board then moved to close the public hearing.

Motion: Black moved to close the public hearing for the draft FY2026 budget. Pace seconded.

Vote: 3-0.

Campbell presented the overall marketing and ad budget by quarter for the TDA as planned in conjunction with the Alliance and the Tourism Board marketing budget. She explained that items in green were funded TDA ad buys, while items in red were desired but unfunded. The total projected spend for TDA ads was \$14,895, just under the \$15,000 budget.

Campbell highlighted a joint marketing opportunity with the tourism board for a social media influencer package with Discover Carolinas and QC Magazine. She also mentioned plans for advertising with Virginia International Raceway and WHUP.

Pace raised a question about discrepancies between the presented budget of \$17,500 and the draft budget numbers of \$15,000 for marketing. Campbell clarified that the difference was due to additional funds allocated for the Alliance for Historic Hillsborough to handle paperwork and ad creation. She explained that the Alliance would be paid \$2,500 for administration of the marketing campaigns.

Campbell also mentioned potential funding requests that may come to the TDA from unfunded tourism board grants, including a multicultural holiday nights event and an Indigenous Memories mural project.

The board discussed the budget and marketing plans, with members asking questions about specific initiatives and expressing support for the proposed strategies.

Motion: Pace moved to recommend approval of the budget to the town board. Black seconded.

Vote: 3-0.

5. Monthly Reports and Comments

A. Tourism Staff Updates

None.

B. TDA Member Comments & Updates

Board members engaged in a discussion about recent events, including the cancellation of Ixtapa Fest due to permit issues. Campbell provided context for the situation, explaining the town's concerns about safety, parking, restrooms, and proper planning for large events. The board expressed interest in helping events like Ixtapa Fest succeed in the future while ensuring proper permits and safety measures are in place.

6. Adjournment

Motion: Black moved to adjourn the meeting at 6:39 p.m. Pace seconded.

Vote: 3-0.

Chair Darab adjourned the meeting at 6:39 p.m.

Respectfully submitted,

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

Approved: Month X, 202X



STAFF REPORT

Hillsborough Tourism Development
Authority

September 10, 2025

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: FY 26 Special Project/Partnership Funding Requests

Attachments:

1. Tinsel & Traditions Home Tour (Alliance) Request \$5,000-\$10,000
2. Uproar Festival of Public Art (OCAC/Arts Alliance) Increase request \$5,000
3. FlushFest (After the Rain) Request \$10,000

Background:

The TDA has a flexible, discretionary funding option available for local organizations to ask for funds to support/sponsor events that are planned/designed to generate lodging stays at hotels and short term rentals in Hillsborough. The budget for FY26 has \$20,000 unassigned for Special Projects/Partnerships. Any funds allocated over this will require a budget amendment. Any funding over \$5,000 will require Town Board approval.

1.The Alliance for Historic Hillsborough applied for a grant to the Hillsborough Tourism Board for it's new 'Tinsel & Traditions' home tour event. The Tourism Board approved the grant request in the amount of \$10,000, but asked the Alliance to approach the TDA as well to see if the TDA thought it appropriate to cost share the event. The amount of cost share would be up to the TDA based on the impact the TDA thinks the event will have on tourism and/or generate room nights.

2.The TDA supported the 2025 Uproar Festival of Public Art with an \$8,000 sponsorship in FY25. The TDA also allocated \$4,000 toward a joint purchase with the Town of a piece(s) of public art from the festival to be placed on the grounds of Town Hall. Uproar organizers are asking for an additional \$5,000 sponsorship for cost over-runs as explained in the attached letter from the organizer.

3.FlushFest, Hillsborough's locally grown, grassroots music festival has expanded exponentially over the years. Starting in a community members' backyard for an afternoon, the festival has grown to a 2-day festival with multiple performance locations across west Hillsborough. Tourism Board has supported this event with a \$10,000 grant in FY25. The event was moved from Spring 2025 to Fall 2025 and the grant extended.

Staff recommendation and comments:

Staff recommends the board discuss the requests, prioritize them, and vote on whether they want to fund them and in what amount(s).

Hillsborough Tourism Development Authority FY26 Special Project/ Partnership Funding Request



Organization Information

Organization Name: The Alliance for Historic Hillsborough

Contract Contact Person and Title: Kelly Arnold, Programs and Events Coordinator

Contact Person Email: kelly@historichillsborough.org

Contact Person Phone: 919-732-7741

Organization Street Address: 150 E. King St.

City: Hillsborough

State: NC

ZIP Code: 27278

Organization's Annual Operating Budget: \$318,000

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

FISCAL YEAR: FY25-26

General Information

Outline/Overview of the requested proposal:

Tinsel and Traditions Home Tour (Tinsel and Traditions) will provide a festive, multicultural, and community-focused exploration of winter holidays celebrated within our community and how those traditions have changed over time. Tinsel and Traditions will take place on December 6, 2025, helping to expand the offering of the Small Town Holiday programming and combining with the Holiday Parade weekend. Inspired by community interest in wintertime tours of historic homes and spaces to learn about members of the community, this program is a modern adaptation of previous Candlelight Tours.

Visitors will start their experience on the grounds of the Hillsborough Visitor Center, where they will find both the beloved Santa Visit and a new, free fair highlighting the many holidays celebrated in our community throughout the winter months (roughly November through January). These will include Diwali, Hanukkah, Ramadan, Lunar New Year, and Kwanzaa. On the front lawn, groups who are familiar with the different winter holidays will provide interactive and engaging activities designed to educate children and families about the various traditions in our community. Inside the Dickson House, tour attendees can purchase tickets and pick up information about the tour route. Finally, on the back lawn we will have our storytime with Mrs. Claus, pictures with Santa, letters to Santa, and holiday games.

Tour attendees will make their way off the grounds after receiving information on Tinsel and Traditions. Their booklets will guide them through 6 different residences and structures in Hillsborough. Though attendees of all ages can enjoy the tour, content will primarily be geared toward audiences in their teenage years and beyond. At each stop, tour participants will see how Christmas, the main holiday celebrated for the majority of our community's history, was celebrated in six distinct time periods: 1770s, 1840s-1850s, 1920s, 1940s, 1960s, 1980s-1990s. Each space will be decorated to reflect that era's holiday traditions. Guided interpretation will include stories from local families, vintage newspaper ads, oral histories, and period-specific details.

Tinsel and Traditions is intended to become a sustainable event that will attract tourists and long-time residents alike. One of the aims of the program will be to create an alternating structure for the themes of the fair and the tour. For example, in 2025 the free fair will focus on multicultural events while homes highlight Christmas through the decades. However, the next hosted year, will include a free fair focused on the historical gifts, crafts, and traditions of the community while homes will highlight the celebrations of today through music, poetry readings, performances, storytelling and more. This alternating structure will allow for unique experiences, offer rotating free activities, and equally weigh the historical traditions of our town with the vibrant community we support today.

Please explain how the proposal will promote tourism in Hillsborough:

Tinsel and Traditions will promote tourism within our town by reviving and modernizing a beloved community tradition of winter-themed tours of homes while creating a sustainable and unique program that highlights the strengths of our town. Set in a month where we typically see lower visitor numbers, Tinsel and Traditions will offer new experiences and combine with cherished traditions to encourage visitors to explore the many businesses, galleries, historic spaces, and other attractions that Hillsborough has to offer. This event offers unique collaboration opportunities that expand the current initiatives of Small Town Holiday, allowing more fitting partnerships with groups like the Hillsborough Garden Club, Hillsborough Arts Council, Orange County Historical Museum, and Orange County Arts Commission.

These partnerships will allow us to bring people to various neighborhoods and commercial areas in town, both during the event and with promotional activities to help build local content. During the event we will ensure we are choosing homes and partnering with businesses and organizations throughout Hillsborough. We will also host programs like “Swinter Memories” a summertime oral history and memory collection event where residents will be encouraged to share memories of their favorite gifts, traditions, and songs. We hope to partner with organizations like the Hillsborough Arts Council, the Orange County Arts Commission, and the Fairview Community Watch to gain a variety of perspectives and stories, which will help localize the interpretation of the tour and the activities offered in the fair. For this kind of program, we will also enlist local history and cultural organizations, such as the Orange County Historical Museum, to ensure proper collection and interpretation of these stories.

By reaching out to different locations within the community, we will both generate excitement within the local community and build a program that appeals to the diverse community of North Carolina tourists and residents. With multiple holiday experiences and perspectives from locals of all walks of life, this program aims to appeal to a large demographic and bring a variety of kinds of people to town. Once here, attendees will move throughout town as they partake in local specials and themed activities based on the interests of local shops and restaurants. In the past, participations have included themed specials from Yonder and Nomad or crafts hosted by Margaret Lane Gallery.

Finally, we aim to encourage weekend-long visitor stays. Tinsel and Traditions will offer a unique and family-friendly experience in conjunction with much anticipated holiday staples. Positioned as a kick-off to the season, these events will attract families looking for activities to interest the whole family. Tinsel and Traditions will offer evening programming that encourages people to stay the night in our area to explore all of the activities we have to offer. The program will entice visitors to extend their stay while ensuring local spending at bars, restaurants, and shops.

Tourism Impact	
Please estimate the number of residents this proposal will serve: 300	Please estimate the number of tourists this proposal will bring to town: 450

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):

We plan to use the ticketing platform Zeffy to sell tickets as we do with all programs. Zeffy collects addresses that can provide information on the number of local residents participating in the event. Letters to Santa are collected by staff members and include a space for an address or the town/state the child is from. These letters can help roughly gauge how many visitors are local residents.

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

The webpage for the event will include information on local hotels and lodging for visitors to explore while they plan their experience. Those who purchase tickets will also receive emails leading up to the event which will include shoutouts on local places offering overnight stays. Finally, we will work with local inns, AirBnb owners, and other hotels/motels to incorporate promotions for the season that can be communicated to those interested in Tinsel and Traditions.

As a component of a weekend of winter festivities including the Tree Lighting, Small Town Holiday, and Christmas Parade, Tinsel and Traditions will encourage out of town visitors to spend the whole weekend in Hillsborough. Local lodgings including AirBnbs and Inns will offer attractive spaces to stay to be in walking distance of the many events occurring on the weekend in town.

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

- **Hillsborough Chamber of Commerce**- Event planning, advertising, and execution
- **Merchants Association**- Reaching out to local business owners and specials offered throughout town
- **Orange County Historical Museum**- Partnering to gather oral histories, photos, and items from holiday celebrations around Hillsborough
- **Hillsborough Arts Council**- Potential partner/host for “Swinter Memories”, potential partner for decoration making workshops
- **Orange County Arts Commission**- Potential partner/host for “Swinter Memories”, potential partner for decoration making workshops
- **Hillsborough Garden Club**- Decoration of the Dickson House and potential partnership to decorate participating sites
- **Local Restaurants, Businesses, and other Organizations**- A full list can be provided on request. We keep a running contact list of local organizations to whom event information and collaboration opportunities are sent for events.

- **Vendor Wishlist for Multicultural Fair**
 - Hum Sub: Diwali and Triangle Indian Community
 - North Carolina Asian Americans Together: Lunar New Year and AAPI Heritage
 - One Soil Farm: Jewish Community Supported Agriculture, Jewish traditions, and Hanukkah
 - Kol Haskalah: Jewish traditions and Hanukkah
 - African American Community Collaborative: Kwanzaa and African American Dance
 - Hayti Heritage Center: Kwanzaa and Black History
 - Islamic Center of Cary: Ramadan and Muslim Culture
 - Diamante Arts and Cultural Center: Three Kings Day and Latino Heritage

We will work closely with the Hillsborough Chamber of Commerce to reach out to Chamber members to communicate opportunities for businesses to participate in the full weekend of festivities in ways that best fit their goals and interests. In past programs, businesses have offered themed specials, crafts, and displays relating to the content of the program. Since Tinsel and Traditions is one component of a larger celebration, businesses will have increased flexibility to participate in ways that reflect their capacity and brand.

We plan to contact businesses at least six months out to allow ample time for connections and conversations about how their businesses and the program can support one another. Additionally, we will provide all businesses with one month, two week, and week of reminders to allow for adequate staffing and preparation for the increased numbers of visitors to town.

Participating businesses will be featured in marketing and program materials to encourage visitors and attendees to move throughout the town and spend the whole day or weekend in Hillsborough.

Please [calculate the overall economic impact](#) of this proposal (if applicable):
The 750 attendees is calculated based on the estimate of 250 tickets sold and 500 attendees at the free fair.
These are estimates as this event has not been held previously

INSTRUCTIONS

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

Population of your community:

Total Expenses: \$

Total Attendance:

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$26,238"/>	<input type="text" value="1"/>	<input type="text" value="\$17,151"/>	<input type="text" value="\$745"/>	<input type="text" value="\$1,332"/>
AUDIENCES:	<input type="text" value="\$22,377"/>	<input type="text" value="0"/>	<input type="text" value="\$9,699"/>	<input type="text" value="\$925"/>	<input type="text" value="\$1,333"/>
TOTAL:	<input type="text" value="\$48,615"/>	<input type="text" value="1"/>	<input type="text" value="\$26,850"/>	<input type="text" value="\$1,670"/>	<input type="text" value="\$2,665"/>

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

The Tourism Board grant will support the start-up costs for this event by funding the acquisition of key decorative elements needed for the tour and fair to be successful. Additionally, the grant will offset the costs of crafts and other demonstrations as we solidify our connections with local organizations for this event.

The ticketed portion of the tour will allow the event to become sustainable, as a portion of the revenue generated will be used for future events to cover the costs of additional materials, crafts, performances, or other elements of the program. If successful, this event will ultimately become an annual program, however for its first years it will be a bi-annual program on opposite years from the Alliance's Outlandish Hillsborough Scottish Festival. The alternating theming of the event (one year of a historical tour and modern-day fair, one year of a modern tour and historical fair) can also be combined with a focus on individual aspects of celebrations such as music, gifts, food, and more to offer a new element to annual programming without requiring a complete redesign each year. This would allow for a different variation on the event for at least six years before a variation (ex. Music through the Ages) would repeat.

Detailed Special Project/Partnership Budget

a. Item	b. Amount Requested via Grant Funds (for each item)	c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
		Amount	Source	
1. Period Accurate Decorations (Trees, lights, ornaments, etc.)	\$3,450	\$		\$3,450
2. Supplies (Hand warmers, shoe covers, ice melt, etc.)	\$1,720	\$		\$1,720
3. Marketing and Promotions	\$3,450	\$		\$3,450
4. Administrative Fees	\$	\$15,205	Chamber of Commerce Alliance for Historic Hillsborough	\$15,205
5. Transportation	\$1,413	\$		\$1,413
6. Music/Entertainment	\$	\$ 1,000	Chamber of Commerce	\$1,000
TOTALS (sum of each column)	\$10,000	\$16,205		\$26,238

****Detailed Budget for Each Category Attached***

Total Project Funding Requested from TDA \$10,000

Percentage of Matching Funds Provided
(by either 'In-Kind Donations' or 'Other Sources'): 160%

Dollar amount of Matching Funds Provided
(by either 'In-Kind Donations' or 'Other Sources'): \$16,205

- ☒ 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.

8/7/2025

Date

Kelly Arnold

Kelly Arnold

Signature & Printed Name

	Item	Total Cost	Match
Decorations			
	Tabletop Tree	\$150	
	4' Tree	\$120	
	5' Tree	\$900	
	Clip on Lights	\$150	
	Vintage Lights	\$25	
	Vintage Lights	\$25	
	Multicolor Lights	\$10	
	Taper Candles	\$100	
	Garland	\$120	
	Faux Ivy	\$20	
	Greenery Sprigs	\$105	
	Faux Branches	\$25	
	Wreath	\$45	
	Glass Blown Ornaments	\$100	
	Fake Food	\$250	
	Ribbon	\$75	
	Kinara	\$35	
	Menorah	\$25	
	Dreidel	\$30	
	Scentsicles	\$40	
	Stocking	\$100	
	Period Accurate Ornaments, Gifts, etc	\$1,000	
		\$3,450	
Supplies			
	Hand warmers	\$30	
	Batteries	\$20	
	Shoe Covers	\$125	
	Ice Melt	\$80	
	Miscellaneous Craft Supplies	\$1,000	
	Storage	\$250	

	Item	Total Cost	Match
	Mylar (Protection for Homes)	\$165	
	Ornament Hooks, Adhesive Hooks, etc	\$50	
		\$1,720	
Marketing & Promotion - TDA			
	Marketing	\$2,000	
	wayfinding	\$650	
	Printing Posters	\$300	
	Printing One Sheets	\$500	
		\$3,450	
Admin			
	Volunteer		\$ 1,250.00
	Amanda	\$0	\$ 4,105.50
	Ben	\$0	\$ 3,244.50
	Kelly	\$0	\$ 5,545.00
	Chamber (Scott and Erika)	\$0	\$ 1,000.00
	Permit Fees	\$0	\$ 60.00
		\$0	\$ 15,205.00
Contracts			
	Transport	\$1,413	
	Santa & Mrs Claus		
	Chorus		\$ 1,000.00
		\$1,413	\$ 1,000.00
TOTAL		\$10,033	\$ 16,205.00

ORANGE COUNTY ARTS ALLIANCE

September 5, 2025

Hillsborough Tourism Development Authority
Dani Black, Meaghun Darab, and Victoria Pace

Dear Hillsborough TDA Members:

This letter is to respectfully request an additional \$5,000 to support expenses associated with Uproar Festival of Public Art, which took place August 1-23, 2025.

Uproar 2025 was an overwhelming success. It achieved exactly what we'd hoped for: it drove foot traffic into our downtowns, it drew attention to our communities throughout the state, and it provided a free, accessible activity for all people. While we are still compiling our data, here's some preliminary data points to share:

- 7,604 votes cast through the Uproar voting app
- 4,098 listeners of the Soundcloud audio descriptions offered alongside each artwork
- 28 editorial stories, including the *News & Observer*, WRAL, and WUNC
- 65,543 visitors to uproarfestnc.com from mid-July through August
- 39,014 views of the Uproar Google Map
- 1,252 visitors to the Uproar Welcome Centers (Chapel Hill and Hillsborough combined)
- 1,765 Saturday trolley riders in Chapel Hill/Carrboro

Survey data from local businesses is forthcoming, but we're very pleased with this year's outcomes. Measuring Uproar's true impact remains challenging, as it's a free, unregistered event spread across three towns. Most of our metrics are optional, and many attendees choose self-guided experiences without checking in at Welcome Centers.

While overall outcomes were strong, fundraising was a challenge in 2025. Expecting increased awareness after Uproar 2023's success, we budgeted for a 20% revenue increase—but unanticipated economic uncertainty and rising humanitarian needs led to a 50% shortfall in corporate and private donations. Despite adjusting expenses, we faced a \$32,500 gap.

Carrboro and Chapel Hill have each added \$5,000 (bringing their totals to \$13,000), and Orange County has contributed an additional \$17,500. A final \$5,000 from the TDA will fully close the gap. We plan to reassess our funding strategy for 2027.

Thank you for your continued support of the arts in Hillsborough and Orange County. Please reach out with any questions, and I apologize for missing your September meeting.

Sincerely,



Katie Murray
Executive Director
Orange County Arts Alliance

Hillsborough Tourism Development Authority FY25 Special Project/ Partnership Funding Request



Organization Information

Organization Name: Orange County Arts Alliance

Contract Contact Person and Title: Katie Murray, Executive Director

Contact Person Email: kmurray@orangecountync.gov

Contact Person Phone: 919/245-2335

Organization Street Address: 437 Dimmocks Mill Rd. Suite 17

City: Hillsborough

State: NC

ZIP Code: 27278

Organization's Annual Operating Budget: \$271,103

Amount of TDA funding being requested: \$8,000

General Information

Outline/Overview of the requested proposal:

This request is for the 2nd Uproar Festival of Public Art taking place during the month of August, 2025. This county-wide festival is a partnership between Orange County and the towns of Hillsborough, Chapel Hill, and Carrboro and aims to drive tourism and support local business through the arts. The festival will feature 60 works of outdoor public art throughout the three downtowns and will engage the public to vote on a \$10,000 People's Choice Prize. A jury panel will select additional winners. The festival prioritizes accessibility, with all works being in fully accessible locations and accompanied with audio descriptions for those with low vision. Additionally, there is no cost to participate in Uproar, providing a fun and affordable experience for the whole family. Uproar was the first festival of its kind in North Carolina, and promises an even greater impact in 2025.

Please explain how the proposal will promote tourism in Hillsborough:

Uproar was designed to increase tourism during the slow summer months in Orange County. By offering an interactive experience in which visitors are responsible for voting on the works, the festival draws participants into our downtowns where they spend money in our restaurants and shops. The first Uproar was a great success. This was especially visible in Hillsborough's small downtown, where for one month, streets were busy with people seeking out the works of art. The 2023 festival invested \$108k in marketing (\$48k paid for by Uproar, \$60k paid by Visit Chapel Hill/Orange County) and generated 32 statewide editorial stories including *Our State Magazine* and the *News & Observer* and included media partners WRAL and Triangle Digital Media. We plan to expand the marketing budget to a minimum of \$62,500 with additional marketing assistance from the Visitors Bureau in 2025.

Tourism Impact

Please estimate the number of residents this proposal will serve: est. 10,000

Please estimate the number of tourists this proposal will bring to town: est 20,000

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):

Gauging the exact number of Uproar participants is extremely difficult due to the free-flowing, geographically large nature of the event. There is no registration process to participate or vote, and voting numbers in 2023 proved an inaccurate gauge of participation; many participants enjoyed seeking out the art without actually voting and many participants unexpectedly didn't understand how to use the QR code voting method. In 2025, we will be offering in-person voting methods and also hope to better engage the business community so we can rely on their survey input to determine increased foot traffic and sales.

The numbers used in 2023 to determine participation including the following:

- 67k views of uproarfestnc.com during the festival
- 51k views of the Uproar Google Map
- 4k printed maps distributed at Uproar Welcome Centers (Chapel Hill Visitors Center and Eno Arts Mill)
- 825 Uproar Welcome Center visitors
- 800 Saturday trolley riders (Chapel Hill and Carrboro only)

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

We will again work with the Orange County Visitors Bureau and Hillsborough TDA to negotiate special Uproar room rates for traveling participants to be featured on our "visit" page on uproarfestnc.com. We will also work with a specific hotel in the area to lodge our out-of-town artists and jurors. In 2023, we provided approximately 60 rooms nights for 30 artists.

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

Community partnership is the key to Uproar, the first countywide arts event involving all three towns, UNC, and the county. In 2025, we hope to strategize ways to better engage the business community so they are fully informed about the event and can serve as ambassadors for the event, as well as provide feedback post-festival so we can better gauge its impact. We also plan to incorporate more community partners to ensure the festival is known throughout the community, especially in communities of color, the disability community, and low-income communities. Organizations we hope to engage include Marion Jackson Center for Saving and Making History, Fairview Community Center, El Centro Hispano and Diamante Cultural Center, the Refugee Community Partnership, Interfaith Council for Social Service, the local faith community, and Orange County Departments including Aging, DEAPR, and Social Services.

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

\$1M according to AFTA AEP5 calculator. It's also worth noting 55% of 2023 Uproar expenses (\$110k) supported Orange County-based residents and businesses.

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

Partnership is a key component to Uproar, and we hope our towns will continue to view this investment as partnership in the event, as opposed to a simple sponsorship or grant. As the event grows in popularity, so will corporate sponsorship and therefore the overall budget of the festival; however, we will always rely on municipal support for the success of Uproar.

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. Artist Payments & Prizes	\$8,000	\$84,000	Municipal/county funding; sponsorship	\$92,000
2. Marketing/Promotion	\$	\$62,500	Municipal/county funding; sponsorship	\$62,500
3. Logistics	\$	\$42,045	Municipal/county funding; sponsorship	\$42,045
4. Kick-off/Closing events	\$	\$26,000	Municipal/county funding; sponsorship	\$26,000
5.	\$	\$		\$
6.	\$	\$		\$
7.	\$	\$		\$
8.	\$	\$		\$
9.	\$	\$		\$
10.	\$	\$		\$
11.	\$	\$		\$
12.	\$	\$		\$
13.	\$	\$		\$
14.	\$	\$		\$
15.	\$	\$		\$
16.	\$	\$		\$
17.	\$	\$		
TOTALS (sum of each column)	\$8,000	\$214,545		\$222,545
** PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				
Total Project Funding Requested from TDA \$8,000				

Percentage of Matching Funds Provided

(by either 'In-Kind Donations' or 'Other Sources'):

%96.5

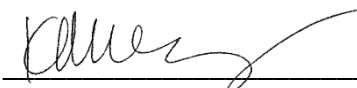
Dollar amount of Matching Funds Provided

(by either 'In-Kind Donations' or 'Other Sources'):

\$ 214,545

☒ 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.

8/25/24
Date


Signature & Printed Name

Hillsborough Tourism Development Authority FY26 Special Project/ Partnership Funding Request



Organization Information		
Organization Name: After the Rain		
Contract Contact Person and Title: Grace Beeler, Executive Director		
Contact Person Email: gracebeeler1@gmail.com	Contact Person Phone: 919-259-1113	
Organization Street Address: 301 Jones Ave		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 27914		
Amount of TDA funding being requested: \$ 10,000		FISCAL YEAR: FY26
General Information		

Outline/Overview of the requested proposal:

After the Rain, a West Hillsborough based nonprofit, is requesting **\$10,000** to support organization, supplies and musician stipends for **FlushFest, West Hillsborough's homegrown music and film 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 and Saturday, October 3 and 4, 2025 featuring a weekend of local music, film, and food trucks. Around 60 performers will grace FlushFest's stages at venues across West Hillsborough.

The festival will feature live music on Friday evening and all day Saturday at Eno River Brewing; Footnotes Tap Ensemble with live jazz and an eclectic reel to reel vintage film ensemble by Durham Cinematheque at Eno House on Friday evening; and live music Saturday afternoon until late at Nash Street Tavern. The lineup includes Bollywood funk by Project Mastana, Samba, Reggae and MPB from, Northern Brazil by Netinho Maranhão, Son Jorocho from Veracruz, Mexico by Son de Carolina, 60s inspired Psychedelic, surf, by Fledglings and oldtime with Omar Ruiz-Lopez.

Eno River Brewing will also host a dedicated kids' activity area, whimsical outdoor games like a "mini golf" croquet course. and our famous toilet themed photobooth, where festival attendees can snap pictures of their friends peeking through the seat. Eno River brewing has made a special FlushFest beer this year, "Pete's Royal Flush," which will go on sale a couple of weeks before the festival, and on tap at Nash Street as well. There will also be a tattoo artist on site at ERB, for anyone who would like a spur of the moment toilet tattoo.

Now in its eighth 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 After the Rain, a West Hillsborough based NGO which runs [The Appropriate Sanitation Institute](#) (ASI). ASI shares knowledge about Condominial Sewerage, a sewerage system which is capable of serving urban slums in places where conventional sewerage cannot reach. To keep the festival accessible to all, entrance is by any donation.

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 seven 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 and musicians for some of the hard work that it takes to run a festival.

Please explain how the proposal will promote tourism in Hillsborough:

FlushFest strengthens the West Hillsborough community while attracting attendees from outside the neighborhood, nearby towns and even from other states. In 2024 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 5,000, which will bring in an estimated \$179,182 of business to Hillsborough, according to the Americans for the Arts calculator.

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
- 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 and other local social media.

We are requesting funding to support this unique festival. 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.

Tourism Impact

Please estimate the number of residents this proposal will serve: 3000

Please estimate the number of tourists this proposal will bring to town: 2000

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):

Volunteers at the front desk gave festival attendees wrist bands, kept track of people who made donations, and asked them if they were local or from out of town.

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

We are strengthening our partnership with local hotels and short term rentals. We have a link for Hillsborough lodging on our website, which includes all of the hotels, and a link to Hillsborough AirBnB. We are adding a link to VRBO as well this year. We have reached out to all of the short term rentals on AirBnB which have vacancies for the festival weekend, with an offer to include a link to their listing on our website, and several have accepted the offer. We are currently reaching out to VRBO hosts as well. The Colonial Inn has always pledged to offer a FlushFest discount to festival attendees, and this year the Holiday Inn Express is also offering a 20% discount, and the Microtel is also considering a discount.

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

After the Rain is a West Hillsborough based nonprofit. All of the donations collected at FlushFest go to support the clean water projects that After the Rain's Appropriate Sanitation Institute is working on. The Appropriate Sanitation Institute shares knowledge about Condominial Sewerage, a piped sewer system that can serve urban slums, and therefore has the capacity to clean up rivers, lakes and beaches around the world. We are raising money to finish a series of video classes that we shot in Brazil, and to start an internship program sending students from Mexico to Brazil to learn how to build the sewers, and then to do sanitation projects in Mexico.

This year we have also invited several local nonprofits that work on clean water to share the work they are doing at tables on the festival grounds. They include Sound Rivers, The Mayfly Project and Clean Water for NC.

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

\$179,182

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

We have been very lucky to receive donations, both in the form of funds and gift cards or merchandise from local businesses. In 2024, we got support from a Town of Hillsborough tourism board grant, and nearly \$5,000 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 donations came from Circle 7 Tobacco, Coleman, Merritt, Murphy & Rainsford, PHE, Summit Engineering, Wendy Olsen Arboretum, Emilee Collins Realtor, Paynter Law, Cindy Macntyre Realtor, Eno River Dental, Sports Endeavors, Redeye, Michael and Gail Corrado, Hillsborough BBQ, Edward Jones investments, Wes Seifert, Eno River Mill, ShipShape Crew, No 9 Properties & Type A Accounting, Finn Facial Plastics, Hillsborough Kiwanis Club, Swarm Hunter, Vietri, the Colonial Inn, Margaret Lane Gallery, Earth Yoga, Total Exposure Designs, Intensity Graphic Design, Capital Ford of Hillsborough, Eno River Brewing, The Cloth Mill, Purple Crow Bookshop, Eno House, Heather Bree Acupuncture, Food Lion, Faucets Automotive, Village Diner, Radius and Nomad.

We anticipate having support from these businesses again, and more in 2025. Through a combination of support from local businesses and donations collected at the door, we plan to make FlushFest sustainable over time.

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. Festival organization/setup/teardown	2000	\$ 15,000	Hillsborough Tourism Board grant, \$3000; In kind donations/ festival sponsorship by local businesses, \$10,000,	\$ 17,000
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	\$3,500	Hillsborough Tourism Board grant	\$5500
4. Food for musicians		500	PHE, Summit Engineering, The Village diner, Nomad	\$500
Sound equipment rental	\$1,000	\$1500	In kind donations	\$2,500
Sound technicians	\$1,000			1000
4. Supplies for lawn games, kids activities and photo booth.		\$ 250	Hillsborough Tourism Board grant	\$500
5. T-shirts, keychains and other thank you gifts for donations		750	Total exposure, Soccer.com, Redeye Records, festival donations.	\$750
Portapotties		500	Hillsborough Tourism Board grant	500
6. Advertising	1000	\$1750	Hillsborough Tourism Board grant	2750
7. Insurance	3000	1000	Hillsborough Tourism Board grant	\$4000
TOTALS (sum of each column)	\$10,000	\$49,250		\$59,500
** PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				
Total Project Funding Requested from TDA \$ 10,000				

Percentage of Matching Funds Provided (by either 'In-Kind Donations' or 'Other Sources'):	% 83%
Dollar amount of Matching Funds Provided (by either 'In-Kind Donations' or 'Other Sources'):	\$ \$49,500

☒ 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.

09/05/2025
Date

Grace Beeler Grace Beeler
Signature & Printed Name



STAFF REPORT

Hillsborough Tourism Development
Authority

September 10, 2025

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: Cycle NC Mountains to Coast Overnight Host Opportunity

Attachments:

1. CycleNC 2026 RFP

Background:

Cycle NC event organizers approached staff with the idea to have Hillsborough host an overnight stay of cyclists as part of their 'Mountains to Coast' bicycle tour in October 2026. The event would bring close to 1,000 people into town for the night and could create a considerable economic impact, however there would be a lot of staff time/coordinate and budget needed to provide certain necessary items (porta potties, shuttles, live music/entertainment, snacks/bottled water).

Staff wants feedback from the TDA as to whether or not they'd like staff to respond to the RFP and if a budget could be established for the project. In speaking with other host communities a budget of \$8-10,000 was recommended. After we host the first time we will have a better idea what all costs are involved to host any future such events, if we so choose.

If the event organizers move forward with using Hillsborough as an overnight host site, we would likely also need to get support from the town board (for services sponsorship like trash collection and police assistance) as well as support from Orange County to use resources like River Park and the Farmers Market Pavilion.

Staff recommendation and comments:

Staff recommends the board discuss the idea and direct staff on how to proceed.



NORTH CAROLINA AMATEUR SPORTS

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BlueCross Blue Shield of NC

Chrystal Rowe
Durham Bulls

Smedes York
York Properties



**BODYARMOR
STATE GAMES**



TO: Potential Cycle North Carolina Overnight Host Community

FROM: Chip Hofler, Vice President

DATE: September 5, 2025

North Carolina Amateur Sports encourages your community to consider serving as an overnight town for the 2026 Cycle North Carolina "Mountains to Coast" bicycle tour. North Carolina Amateur Sports is a nonprofit charitable organization that also organizes the Cycle North Carolina Coastal and Mountain Rides and the Powerade State Games of North Carolina.

The Mountains to Coast bicycle tour is a weeklong cross state ride to be held October 3-10, 2026. Cycle North Carolina is one of the most successful bicycle rides in the United States and has been voted the "**Best Biking in America**" by the League of American Bicyclists. The Cycle North Carolina "Mountains to Coast" ride is not a race, but a leisurely ride across the state making overnight stops in North Carolina communities.

The Mountains to Coast ride provides participants with just enough introduction to your community to entice them to bring their families back for a longer visit, or for a return vacation. Former communities that have served as an overnight town for the Mountains to Coast ride include Morganton, Hickory, Statesville, Mt. Airy, Reidsville, Holly Springs, Goldsboro, Whiteville, Matthews, Shelby, Concord, Clemmons, Forest City, Albemarle, Roanoke Rapids, Edenton and many more.

If your community has served in the past as an overnight stop for our Mountains to Coast Ride, then you already know the economic impact that this event will bring to your community. The event provides some of the largest sales days of the year for hotels, restaurants, bars, visitor attractions, etc.

Participants of the 2024 ride ranged from 9 years old to 85 years old (Avg. age is 61) representing 42 states plus DC, and five other countries. The average annual income of CNC participants is \$125,000+. We are expecting 900-950 participants during the 2026 ride.

Please see the informational page for the host city requirements. Contact Chip Hofler at 919-361-1133 ext.233 or 919-724-3074 (cell) if you need additional information regarding the proposal. Thanks and we look forward to your response.

406 Blackwell Street, Suite 120, Durham, NC 27701

(919) 361-1133 • (919) 361-2559 fax

E-mail: cyclenc@ncsports.org • Web site: www.ncsports.org



Cycle North Carolina – Mountains to Coast Overnight Host Community Informational Sheet



Host Community Will Receive the Following Benefits:

- ❑ One night stay from 950 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)** – Facilities should be large enough to accommodate the following: Outdoor camping with tents (approx. 200-300 tents); 1 shower tractor trailer truck, water and sewer access for shower truck; 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:** 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** – 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** – 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.



Tentative Running Event Schedule

Revised 9/5/2025



Arrival Day

9:30AM – 12PM

- CNC Staff will arrive around 9:30 a.m. to 10:00 a.m. to begin site setup
- Parking Lot must be closed/coned off the night before to eliminate public parking. We'll need as much parking as we can get.
- CNC Rider Services set-up (handled by CNC staff)
 - Campsite signage, inflatable arch, retail shop, vendor row, luggage truck placement, shower truck placement, etc.
- Luggage trucks (3 x 26ft U-haul trucks) arrive and unload luggage
- CNC vendors arrive and begin set up (Tent & Porter Services, Coffee Vendor, Bike Mechanics and Retail Shop, Massage therapist, Yoga, etc.)
- Safe Shelter open and available
- Outdoor camping available for camp setup
- Massage Therapists to be set up in small room indoors
- Yoga to be indoors from 4pm to 5pm – Indoor room preferably and it should accommodate about 30 people.
- Local welcome tent set-up (Chamber, TDA, etc)
- Extra trash cans/dumpsters and recycling bins around campsite – assistance from town or facility provider
- Shower trucks arrive and begin set up. (Fire hydrant for water source and sewer man hole for gray water (shower water) disposal. Electricity for showers is a plus.)
- Food vendors and any other "entertainment" vendors arrive for setup and ready for participants

12PM – 6PM

Local welcome tent open (Need to be set up and available by 9:30am)

- "Welcome & Information" tent staffed by Local groups and/or volunteers (P&R Staff, Chamber Staff, Tourism Staff, etc.)
 - ✓ One page flyer listing the shuttle stops with a brief description of each.
 - ✓ Local tourist information
 - ✓ Giveaways or welcome items.
 - ✓ Hotel Information with directions from camp.
 - ✓ Directions of local drug store, laundry mat, restaurants, bars, Wal-Mart, etc.
- Vendors/Concessions opportunities at campsite: (Suggestions: Local Brewery or Pub, Winery, Chick-Fil-A, Local Food Trucks (three meat, two sweet), pelican snowballs, etc. Popcorn, candy, chips, sodas, bottled Powerade, bottled water, Hot Dogs, hamburgers, etc. are all good options. **(Suggestions on what NOT to offer: bananas, apples, Clifbars and Kind Bars.)**

12PM

- Participant support vehicles and non-riders may now access the CNC campsite area.
 - Will need assistance from town or police to help control access to vendors and staff only until 12pm.

12PM – 4PM

- Main group of riders arrive. Local authorities may be needed at any dangerous intersections and/or high traffic roads, depending on where the route into town takes the riders.
- Route will be provided to the local law enforcement agencies (city and county)

1PM – 5PM

Afternoon Entertainment/Activities

- Options or ideas:
 - Examples: Downtown Street Festival, live band/music, classic car shows, wine tours, food truck rodeos, High School Drumline, food, beer and wine gardens, hot air balloon rides, bike jousting, disc golf tournament, etc.
 - Other ideas include off site excursions, group tours, etc.
- Local restaurants and businesses open late for CNC riders
 - Special discounts at restaurants for participants....just show your wristband

2PM – 9:30PM

Shuttles (Provided by host town)

- Shuttles begin running to move approximately 600-800 cyclists into town for restaurants, entertainment, shopping and hotels
- First **busy** wave will be between 2pm and 3pm; Second rush will be around 5:00 p.m. (dinner time); Last final rush will be at 9:00 – 9:30 p.m. when everyone is trying to get back to camp.
- Local shuttle route maps should be available at the local welcome tent to provide cyclists a visual of the shuttle route.
- Shuttle loop should include the official CNC hotels as well.
- Point person to handle all logistics and act as the contact person for participants to call regarding location of shuttles.
- Cycle NC has two shuttle buses available to supplement the town provided shuttles. One bus will start running at 2pm and the other will start at 5pm.

5PM – 6:30PM

Catered Dinner for Cyclists on the Meal Plan

- Approximately 175-200 riders will sign up for this meal (meaning 800 people will still need to eat in town).
- Dinner hours will be from 5:00 p.m. to 6:30 p.m. Caterer provided by Cycle NC.
- An indoor or outdoor (not preferred) location is recommended for the meals. Seating for approximately 75-100 people.
- Trash assistance will be needed at meal site.

10PM – 6AM

Quiet Hours

- Facility lights out

Departure Day

5:45AM – 9:00AM

- Shuttles begin running from hotels back to camp from 6:30am to 8:30am. Shuttles provided by CNC.
- CNC onsite registration and check-in open from 7am to 8am at the CNC Rider Services RV.
- Rider's begin packing up and loading luggage onto the Luggage Trucks
- All riders will be on the road between 7:30 a.m. and 9:00a.m.
- Depending on the route out of town and typical morning traffic, local authorities may be needed to be present at dangerous intersections.

6:30 AM – 8AM

Catered Breakfast for Cyclists on the Meal Plan

- Approximately 175-200 riders will attend this meal. CNC will provide the caterer.
- Breakfast hours will be from 6:30 a.m. to 8:00 a.m. Seating for approximately 75-100 people.
- Indoor location recommended for this meal, but outdoor shelter will work if weather is not bad (i.e. Rain).
- Trash assistance needed with the meals.

8AM – 10AM

- CNC staff and support vehicles (Luggage trucks, shower trucks, vendors, etc.) will begin breaking down in preparation to depart
- Site cleanup performed by the CNC Sweep team

10AM

- CNC Sweep team makes final rounds at camp to clean up any trash, belongings, etc.
- Site clear and all vehicles and riders departed.

Gross Receipts Revenues- 3% Occupancy Tax
Hillsborough TDA- FY 24

Month	FY16	FY17	FY18	FY 19	FY20	FY21	FY22	FY23	FY24	FY25	% 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	-0.4%	-\$40.38
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	52.2%	\$3,801.93
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	7.4%	\$733.45
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	-26.9%	-\$4,405.57
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	-20.1%	-\$2,419.87
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	-3.8%	-\$316.95
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	-21.0%	-\$1,774.14
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	1.4%	\$101.69
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	-13.9%	-\$1,635.62
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	-20.3%	-\$2,776.98
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	-15.6%	-\$2,105.92
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			
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	\$108,443.08	-16.8%	-\$21,923.14

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