

# Agenda

## Tourism Development Authority Regular Meeting

5:30 PM August 28, 2024

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



1. **Call to order**
2. **Agenda changes and approval**
3. **Action items**
  - [A.](#) FY25 TDA Special Project/Partnership Funding: Uproar Festival of Public Art
  - [B.](#) FY25 Special Project/Partnership Funding Request- OCAC Paint it Orange Plein Air Paint Out
4. **Discussion items**
  - [A.](#) FY25 TDA Special Project/Sponsorship Funding Detailed Proposal/Budget Draft Template
5. **Monthly reports**
  - [A.](#) FY24 Gross Receipts Totals Report
6. **Adjournment**

Interpreter services or special sound equipment for compliance with the Americans with Disabilities Act is available on request. If you are disabled and need assistance with reasonable accommodations, call the Town Clerk's Office at 919-296-9443 a minimum of one business day in advance of the meeting.

101 E. Orange St., PO Box 429, Hillsborough, NC 27278  
919-732-1270 | [www.hillsboroughnc.gov](http://www.hillsboroughnc.gov) | @HillsboroughGov  
[www.visithillsboroughnc.com](http://www.visithillsboroughnc.com) | @HillsboroughNC



**STAFF REPORT**  
Hillsborough Tourism Development  
Authority  
August 28, 2024

### **PRESENTER/INFORMATION CONTACT**

Tourism Program Manager, Shannan Campbell

### **ITEM TO BE CONSIDERED**

**Subject:** FY25 TDA Special Project/Partnership Funding: Uproar Festival of Public Art

**Attachments:**

1. Orange County Arts Commission Proposal for UPROAR- \$8,000 Sponsorship

**Background:**

The UPROAR festival of public art was first debuted in Orange County municipalities in the summer of 2023. It was the first event of its kind in NC. Uproar featured sixty bold, high-impact, outdoor works of art showcased throughout the downtown communities of Chapel Hill, Carrboro, and Hillsborough, and \$37,000 in cash prizes were awarded based on public voting and a jury panel of experts.

The festival was a big hit, especially for walkable Hillsborough, and the OCAC would like to do it again, but needs financial support to make it happen again. The festival is a month-long and through partnership we marketed it as an opportunity to make a weekend trip here to see all the pieces, hence the tie to occupancy tax revenues. The Tourism Board could also be asked to support part of the cost if the TDA desires.

**Staff recommendation and comments:**

Staff recommends sponsorship of the UPROAR event, all or in part, by the TDA. The festival supports the arts/live music initiatives that the tourism program promotes and that our town is known for. As the festival grows so will the visitors to the area specifically to see the art pieces.

# 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: <a href="mailto:kmurray@orangecountync.gov">kmurray@orangecountync.gov</a>  | 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:   |   |                 |
| <p>This request is for the 2<sup>nd</sup> 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.</p>     |   |                 |
| Please explain how the proposal will promote tourism in Hillsborough:   |   |                 |
| <p>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 <i>Our State Magazine</i> and the <i>News &amp; Observer</i> 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.</p> |   |                 |
| 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.   | \$  | \$   |                                       | \$                                |
| <b>TOTALS</b><br>(sum of each column)       | \$8,000   | \$214,545                                    |                                       | \$222,545                         |

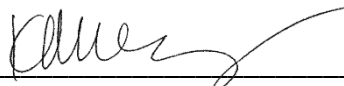
\*\* PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET \*\*

**Total Project Funding Requested from TDA    \$8,000**

|   |            |
|---|------------|
| Percentage of Matching Funds Provided<br>(by either 'In-Kind Donations' or 'Other Sources'):    | %96.5      |
| Dollar amount of Matching Funds Provided<br>(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



**STAFF REPORT**  
Hillsborough Tourism Development  
Authority  
August 28, 2024

### **PRESENTER/INFORMATION CONTACT**

Tourism Program Manager, Shannan Campbell

### **ITEM TO BE CONSIDERED**

**Subject:** FY25 Special Project/Partnership Funding Request- OCAC Paint it Orange Plein Air Paint Out

**Attachments:**

1. Orange County Arts Commission Proposal for 'Paint it Orange'- \$1,000 Sponsorship

**Background:**

The OCAC's Paint it Orange Plein Air Paint Out is in its 8<sup>th</sup> year and the TDA was an early sponsor, helping to make the event successful. It has grown year over year and generates hotel stays from the artists that participate and visitors that come to see the artists 'in action'. The event is one that is widely photographed and shared on Instagram because you can see artists in real-time painting their pieces.

**Staff recommendation and comments:**

Staff recommends sponsorship of the event. It supports overnight stays and the photography and cross-posting on social media is a good return on investment for the marketing of Hillsborough as a great place to interact with art.

# 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: <a href="mailto:kmurray@orangecountync.gov">kmurray@orangecountync.gov</a>   | 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:  |                                    |                 |
| <p>The Orange County Arts Commission (OCAC) and Orange County Arts Alliance (OCAA) will host the 8th Annual Paint it Orange Plein Air Paint-out Fundraiser September 28 -October 4, 2024. Paint it Orange has become one of the most anticipated paint-outs in the state, with local and visiting artists painting en plein air (in open air), capturing the landscapes and landmarks of our county. Juroring will take place on Friday, October 4 at the Eno Arts Mill Gallery in Hillsborough. An Awards and Preview Party for artists and sponsors will take place from 5-6pm, followed by a "Wet Paint Sale" from 6-9pm corresponding with First Fridays at the Mill. The exhibit will remain through the end of November. Last year's paint-out was a great success, drawing more than 75 artists and featuring over 150 works of original fine art. Again this year, the Paint it Orange planning committee will host the Harvest Moon Party on Wednesday, October 2, from 6-9pm at The Barn at Union Grove Farm. Artists and sponsors will enjoy great food, beverages, and live music. Funds generated by the event will support the OCAA, a 501c(3) nonprofit organization created by the Orange County Arts Commission to further support and nurture the creative community of Orange County. Again this year, we will include a youth competition for Orange County middle and high schoolers, with cash prizes awarded to winning youth and the winning school art departments.</p> |                                    |                 |
| Please explain how the proposal will promote tourism in Hillsborough:  |                                    |                 |
| <p>Paint it Orange has continued to grow over the last seven years and is now one of the largest paint-outs in the state. Last year's paint-out hosted 76 artists from four states. Artists spend three days painting around Orange County and spend money on meals and shopping while they're here. Based on our 2023 artists survey, artists spent an average of \$71 per person on meals, travel, and lodging while attending PIO. For 2024, a special 20% discount is offered to all artists at the Colonial Inn, and the PIO website points participants to hotel links on the Visit Hillsborough and Visit Chapel Hill/Orange County websites. The Wet Paint Sale opening on the first Friday of October usually draws 300 attendees, many of whom dine in downtown and West Hillsborough before the event.</p>  |                                    |                 |



Tourism Impact

Please estimate the number of residents this proposal will serve: est. 500

Please estimate the number of tourists this proposal will bring to town: est 200

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):

Artists are required to register to participate in Paint it Orange, making it easy to determine who is local/Triangle-based and who is traveling from out of town. As for the opening event, tracking attendance is somewhat more difficult due to the layout of Eno Arts Mill, but we typically estimate attendance based on parking availability and the number of visitors to food trucks, beverage stations, and our kids' activity area.

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

The Colonial Inn is offering a 20% discount to all PIO artists and also hosting our juror for three nights. We also plan to reach out to Holiday Inn Express to see if they are able to offer a discount. We link to both Visit Hillsborough and Visit Chapel Hill/Orange County for a complete list of hotels.

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

All artists are given goodie bags filled with art supplies, coupons and gifts from local Orange County businesses. We are happy to include any promotional items to business or organizations wishing to be included.

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

\$27k according to AFTA AEP5 calculator.

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

Paint it Orange is a fundraiser for the Orange County Arts Alliance and relies on sales of artwork and sponsorships for the majority of funds raised. Last year's paint-out netted \$16k which was used for programs like the BIPOC Artist in Residence program at the Eno Arts Mill and youth/adult class scholarships.

| 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. Marketing                                | \$1,000   | \$427  | Sponsorship, registration fees | \$1,427                           |

|                                       |         |          |  |          |
|---------------------------------------|---------|----------|--|----------|
| 2. Logistics                          | \$      | \$2266   | Sponsorship, registration fees                 | \$2266   |
| 3. Artist Payment                     | \$      | \$14,709 | Sponsorship, registration fees, painting sales | \$14,700 |
| 4.                                    |         |          |  |          |
| 5.                                    | \$      | \$       |  | \$       |
| 6.                                    | \$      | \$       |  | \$       |
| 7.                                    | \$      | \$       |  | \$       |
| 8.                                    | \$      | \$       |  | \$       |
| 9.                                    | \$      | \$       |  | \$       |
| 10.                                   | \$      | \$       |  | \$       |
| 11.                                   | \$      | \$       |  | \$       |
| 12.                                   | \$      | \$       |  | \$       |
| 13.                                   | \$      | \$       |  | \$       |
| 14.                                   | \$      | \$       |  | \$       |
| 15.                                   | \$      | \$       |  | \$       |
| 16.                                   | \$      | \$       |  | \$       |
| 17.                                   | \$      | \$       |  |          |
| <b>TOTALS</b><br>(sum of each column) | \$1,000 | \$427    |  | \$18,393 |

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

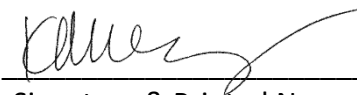
**Total Project Funding Requested from TDA \$1,000**

Percentage of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): %94.6

Dollar amount of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): \$ 17393

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

THE  
8TH  
ANNUAL

# Paint it Orange

PLEIN AIR PAINT-OUT  
AND WET PAINT SALE





# 2024

## SPONSORSHIP OPPORTUNITIES

### ABOUT THE EVENT

The Orange County Arts Commission (OCAC) will host the 8th Annual Paint it Orange Plein Air Paint-out Fundraiser September 28 - October 4, 2024. Paint it Orange has become one of the most anticipated paint-outs in the state, with local and visiting artists painting en plein air (in open air), capturing the landscapes and landmarks signature to our region. Juroring will take place on Friday, October 4 at the Eno Arts Mill Gallery in Hillsborough. An Awards and Preview Party for artists and sponsors will take place from 5-6pm, followed by a "Wet Paint Sale" from 6-9pm corresponding with First Fridays at the Mill. The exhibit will remain through the end of November. Last year's paint-out was a great success, drawing more than 75 artists and featuring over 150 works of original fine art.

Again this year, the Paint it Orange planning committee will host the Harvest Moon Party on Wednesday, October 2, from 6-9pm at The Barn at Union Grove Farm. Artists and all sponsors will enjoy great food, beverages, and live music.

Funds generated by the event will support the Orange County Arts Alliance (OCAA), a 501c(3) nonprofit organization created by the Orange County Arts Commission to further support and nurture the creative community of Orange County.

Learn more or submit form online at [artsorange.org/piosponsors](https://artsorange.org/piosponsors)

### SPONSORSHIP PACKAGES

#### PRESENTING SPONSORSHIP: \$2,500

- All Benefactor, Supporting, and Contributing Sponsor benefits
- Exclusive title rights, to be listed as "Your Company presents Paint it Orange Plein Air Paint-out and Wet Paint Sale" (cash sponsors only)
- Commissioned piece of work (up to 11" x 14") by a local participating artist of your choosing. *Artwork must be completed by January 1, 2025. The artist will be paid \$500 by the OCAA upon completion. Other arrangements, including negotiations around size and pricing, are to be made between artist and sponsor.*
- Eight tickets to the Harvest Moon Party

#### BENEFACTOR SPONSORSHIP: \$1,000

- All Supporting and Contributing Sponsor benefits
- Company name included on any PSA spots and interviews with WHUP (Hillsborough) and WCHL (Chapel Hill)
- Signage with your company name and logo displayed prominently in the Eno Arts Mill Gallery during exhibit
- Six tickets to the Harvest Moon Party

#### SUPPORTING SPONSORSHIP: \$500

- All Contributing Sponsor benefits
- Company logo on all printed marketing materials
- Company inclusion in press release announcements, to be distributed through Orange County list-serves.
- Sponsor's Choice Award to be selected by members of your team and announced at the Awards Presentation.
- Four tickets to the Harvest Moon Party

#### CONTRIBUTING SPONSORSHIP: \$200

- Company name, logo and link on the OCAC websites and e-newsletters
- Company name on all printed marketing materials
- Company name and link on all social media posts on OCAC profiles including Facebook, X, and Instagram.
- Two tickets to the Harvest Moon Party

#### COMMUNITY SUPPORTER: \$100

- Name recognition on OCAC website
- Two tickets to the Awards & Preview Party Friday, October 4, 5-6pm



**STAFF REPORT**  
Hillsborough Tourism Development  
Authority  
August 28, 2024

### **PRESENTER/INFORMATION CONTACT**

Tourism Program Manager, Shannan Campbell

### **ITEM TO BE CONSIDERED**

**Subject:** FY25 TDA Special Project/Sponsorship Funding Detailed Proposal/Budget Draft Template

**Attachments:**

1. Draft Template for those requesting funding

**Background:**

The TDA had requested a more formal proposal/budget template for those seeking special project/partnership funding starting in FY25 with an acknowledgement that the sponsorship by the TDA be recognized at the event/program. Staff worked up a draft and asked OCAC to use it for their requests to get an idea of how the TDA liked (or did not like) it and any questions or information the TDA felt was missing that would be helpful? Even though OCAC used it as a trial run- it is still a draft document that can still be tweaked by the TDA.

**Staff recommendation and comments:**

Staff recommends the TDA review the document and make any suggested edits/tweaks.

# Hillsborough Tourism Development Authority FY25 Special Project/ Partnership Funding Request



|  |                       |           |
|--|-----------------------|-----------|
| Organization Information   |                       |           |
| Organization Name:   |                       |           |
| Contract Contact Person and Title:   |                       |           |
| Contact Person Email:  | Contact Person Phone: |           |
| Organization Street Address:   |                       |           |
| City:  | State:                | ZIP Code: |
| Organization's Annual Operating Budget: \$                                   |                       |           |
| Amount of TDA funding being requested: \$                                    |                       |           |
| General Information  |                       |           |
| Outline/Overview of the requested proposal:                                  |                       |           |
| <p>Please explain how the proposal will promote tourism in Hillsborough:</p> |                       |           |

DRAFT FOR REVIEW BY TDA

Tourism Impact

Please estimate the number of residents this proposal will serve:

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

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):

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

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

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

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

DRAFT FOR REVIEW BY TDA





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.

\_\_\_\_\_

Date

\_\_\_\_\_

Signature & Printed Name

DRAFT FOR REVIEW BY TDA

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

| Month            | FY16               | FY17               | FY18               | FY 19              | FY20               | FY21               | FY22                | FY23                | FY24                | % 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         | 31.4%    | \$2,555.34        |
| 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          | -35.5%   | -\$4,002.13       |
| 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          | 9.0%     | \$816.22          |
| 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         | 45.5%    | \$5,121.25        |
| 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         | 30.2%    | \$2,794.39        |
| 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          | 28.6%    | \$1,830.32        |
| 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          | -11.0%   | -\$1,043.02       |
| 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          | -4.3%    | -\$329.69         |
| 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         | 3.4%     | \$384.05          |
| 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         | 21.6%    | \$2,431.13        |
| 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         | 7.3%     | \$921.61          |
| 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         | -15.1%   | -\$1,964.77       |
| <b>YTD total</b> | <b>\$67,846.13</b> | <b>\$68,602.34</b> | <b>\$68,736.75</b> | <b>\$71,028.15</b> | <b>\$59,938.83</b> | <b>\$71,412.20</b> | <b>\$105,587.97</b> | <b>\$120,851.52</b> | <b>\$130,366.22</b> |          | <b>\$9,514.70</b> |