Agenda

Tourism Board Regular Meeting

5:30 PM August 4, 2025 Board Conference Room, Town Hall Annex, 105 E. Corbin St.



- 1. Call to order
- 2. Agenda changes and approval
- 3. Minutes
 - A. August 5, 2024
 - B. May 5, 2025
 - C. June 2, 2025
- 4. Discussion/Action Items
 - A. Q3 & Q4 Reports from Contract Partners
 - Alliance (Visitors Center)
 - Arts Council
 - Burwell School
 - OC Historical Museum
- 5. Staff updates
 - A. F&B Tax Report FY25 through May
 - B. Amanda leaving the Alliance- Next Steps
- 6. Board updates/comments
- 7. Adjournment

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Minutes TOURISM BOARD

Regular meeting

5:30 p.m. August 5, 2024

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

Present: Chair Victoria Pace, Vice-Chair Megan Kimball,

Meaghun Darab, Rainbow Cabbage, Barney Caton, Scott Czechlewski, Smita Patel, Barry Hupp, and Eryk

Pruitt

Absent: None

Staff: Planning and Economic Development Manager Shannan Campbell



Chair Victoria Pace called the meeting to order at 5:33 p.m. Planning and Economic Development Manager Shannan Campbell called the roll and confirmed the presence of a quorum.

2. Agenda changes and approval

Campbell noted that section 4 was mislabeled as 'Monthly Reports and Comments' but it should be 'Discussed/Action Items' and then section 5 should be 'Monthly Reports and Comments' and section 6 should be 'Adjournment'. She apologized, citing that the town is using new software to put together agendas and agenda items and there are still some things to figure out.

Motion: Scott Czechlewski moved to approve the modified agenda. Member Barry Hupp seconded.

Vote: 9-0.

3. Presentations

A. Alliance (Visitors Center) Q3 & Q4 Reports

Amanda Boyd from the Alliance for Historic Hillsborough reported that there had been approximately 4,937 persons to see the Visitor's Center in FY24. She said the highlights for Q3 & Q4 included hiring and onboarding Kelly Arnold to be the new Program and Events Coordinator, new signage installed at the Occoneechee replica village, repairs/paint at the Alexander Dickson House, Revolutionary War Day expansion with OBSN, the kick-off of 'Telling the Full Story' a program highlighting Indigenous and African American history in Hillsborough. She also discussed Hillsborough Excursion Day, a relatively new event that is not catching on as planned. She explained that the contract partners are working together to figure out how to make that event more successful in the future.

B. Burwell School Q3 & Q4 Reports

Emma Vadney presented to the board that the Derby Day auction was very successful, raising double the planned goal to support Burwell. She said they would continue to hold and grow that fundraiser. She said that events surrounding black history in February were very popular and that over 300 people visited Burwell during Revolutionary War History Day this year. She said Burwell is pursuing smaller fundraising efforts outside of just their annual gala. She said that it may be worth the tourism program pursuing more small

101 E. Orange St., PO Box 429, Hillsborough, NC 27278 919-732-1270 | www.hillsboroughnc.gov | @HillsboroughGov www.visithillsboroughnc.com | @HillsboroughNC conferences. She noted that there was recently a meeting of the Melungeon Heritage Association in Hillsborough and they were discussion having larger conferences in North Carolina, Tennessee, and Kentucky.

C. Hillsborough Arts Council Q3 & Q4 Reports

Heather Tatreau reported that sales were up in the gallery and gift shop and Last Fridays continued to be successful with elements like roaming street performers. She said the Handmade Parade was going to be moved to Fall 2025 due to competing interests in the spring. She said that there continues to be a hard time getting volunteers, and she thinks that all of the contract partners are having a hard time recruiting volunteers so if the Tourism Board has any ideas on how to get more people involved she would be grateful.

D. OC Historical Museum Q3 & Q4 Reports

Catie Atkinson reported that the museum had more than 1,000 visitors in Q3 & Q4. She attributed this to the popularity of the current 'working for a living' exhibit that explores Orange County trades through time. She said this exhibit would be up through December when they would transition to the new 'Youth Sports' exhibit.

4. Discussion/Action Items

A. Contract partner report frequency

Campbell asked the board what their preference would be for reporting. She said there had previously been some appetite for going to twice annual reporting instead of quarterly. She said she was working on contracts for FY25 when she had thought about it but didn't want to shift reporting without board feedback.

The board discussed and decided to only receive presentation highlights at a meeting each quarter and then get a fuller, longer report on Q1/Q2 and Q3/4 in writing twice a year. They said they would revisit this again for FY26 to make sure the reporting made sense and so that the board and contract partners all know what each other are working on.

5. Monthly Reports and Comments

Campbell said she had none for this month.

Member Rainbow Cabbage noted that the Alliance had used influencers for marketing and asked what the costs were and what that included.

Boyd indicated that they had used a few and that it was usually \$2-3K, which included content generation like photos, captions, short videos, and reels for social media marketing. She said that influencers with a strong following had proven to be a good investment so far.

Pace asked the board for any suggestions or ideas on how to connect more with the community vs. visitors to help get volunteers for contract partners to help with events, special projects, etc.

Contract partners asked if a button could be placed on the town or tourism website to garner volunteer sign ups. The Alliance was asked if they could be a 'clearinghouse' for volunteers- essentially having one solicitation for volunteers vs. every organization making an ask. There was discussion that some want to volunteer just for one event and others are looking for on-going volunteer opportunities so the interest form would need to ask that question. Campbell and Boyd said they would explore options for adding a button or ask on the Visit Hillsborough site.

6. Adjournment

Motion: Pace moved to adjourn at 7:15 p.m.

Respectfully submitted,

Shannan Campbell Tourism Program Manager Staff support to the Hillsborough Tourism Board

Approved: Month X, 202X



Minutes TOURISM BOARD

Regular meeting

5:30 p.m. May 5, 2025

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

Present: Chair Victoria Pace, Vice-Chair Megan Kimball,

Rainbow Cabbage, Barney Caton, Scott Czechlewski,

Smita Patel, and Eryk Pruitt

Absent: Commissioner Meaghun Darab.

Staff: Planning and Economic Development Manager Shannan Campbell

Planning Technician Dakotah Kimbrough



Chair Victoria Pace called the meeting to order at 5:30 p.m. Planning and Economic Development Manager Shannan Campbell called the roll and confirmed the presence of a quorum, noting Commissioner Meaghun Darab's absence.

2. Agenda changes and approval

There was a discussion about the order of agenda items. It was suggested to discuss grant projects first to determine how much funding would be available for other items. The board agreed to maintain flexibility in discussing items 4A, 4B, and 4C as needed.

Motion: Vice-Chair Megan Kimball moved to approve the agenda as is. Member Smita Patel seconded.

Vote: 6-1. Nays: Member Rainbow Cabbage.

3. Minutes review and approval

Minutes from regular meeting on April 14, 2025.

Motion: Member Scott Czechlewski moved to approve the April 14, 2025, minutes as submitted.

Member Eryk Pruitt seconded.

Vote: 7-0.

4. Discussion/Action Items

A. FY26 Grant Projects and Scoring

The board discussed the grant applications received for FY26. They started with the Indigenous Memories grant for the Mars Hill mural. It was suggested that this project could potentially be reallocated to the TDA budget. The board expressed support for the project but had concerns about its location on private property and the need for more logistical details.

The Holiday Nights project was then discussed. It received the highest score among the applications. The board considered whether this project could also be applicable for TDA funding.

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The Orange Community Players' request for funding "Seussical" was debated. Eric expressed strong support for the organization, citing their professionalism and potential to elevate Hillsborough's theatrical offerings. The board generally agreed that this was a worthwhile investment.

The Wendy Olsen Arboretum project received the lowest aggregate score. While board members appreciated the concept, they felt it lacked viability and had concerns about the event's structure and pricing.

The board also briefly discussed the Paws Forever Thrift Crawl proposal. They were lukewarm on the idea but suggested that a rack card featuring various thrift or vintage shopping options in Hillsborough could be a valuable resource to create in-house.

No formal decisions were made on grant funding at this meeting. The board agreed to revisit the topic after further discussions with the TDA and gathering more information from some applicants.

B. Contract Partner Responses/Budgets for FY26 (continued discussion/review, if needed)
The board reviewed the budget requests from various contract partners. They discussed potential cuts to help balance the overall budget.

For the Alliance for Historic Hillsborough, the board considered cutting the proposed storage shed (\$20,000) and reducing the transportation budget to a pilot program for one event.

The board proposed reducing Burwell School's budget by \$5,000 and the Arts Council's budget by \$5,000. They acknowledged the valuable services provided by both organizations but felt some reduction was necessary given budget constraints.

The board decided to maintain the Orange County Historical Museum's funding at the requested level, recognizing their lower ask and important role in the community.

The Holiday Parade and Tree Lighting budgets were left unchanged.

The board also discussed eliminating the Kayak Rental Pilot Program (\$9,000) and the unassigned project fund (\$5,000) for this fiscal year, with the possibility of revisiting these items mid-year if funding allows.

C. Draft FY26 Budget (continued discussion/review)

The board reviewed the overall budget situation, noting that the current projections would result in a deficit of approximately \$134,000. They discussed the need to balance maintaining services with fiscal responsibility. The board agreed to recommend the following budget adjustments:

- 1. Cut the Alliance storage shed project (\$20,000)
- 2. Reduce transportation funding to a pilot for one event (exact amount to be determined)
- 3. Reduce Burwell School's budget by \$5,000
- 4. Reduce the Arts Council's budget by \$5,000
- 5. Eliminate the Kayak Rental Pilot Program (\$9,000)
- 6. Remove the unassigned project fund (\$5,000)
- 7. Potentially reduce grant funding (exact amount to be determined after TDA discussions)

These adjustments would bring the projected deficit closer to \$95,000, which the board felt was more manageable given the current fund balance.

The board emphasized the need to communicate these changes sensitively to the contract partners and to be open to revisiting some items mid-year if revenue projections improve.

5. Monthly Reports and Staff Updates

Campbell reminded the board that the budget public hearing would be held on June 2, 2025, at 5:30 p.m. in the same room. She emphasized the importance of having a quorum present and noted that contract partners might attend to provide updates based on the feedback received at this meeting.

6. Board updates and comments

Pruitt expressed appreciation for the Visitor Center's efforts to promote Hillsborough's nightlife and live music venues. He also voiced concern about how some board members interact with Visitor Center staff and volunteers, emphasizing the need for respectful and appropriate communication.

Cabbage, as a new board member, requested more information about the board's structure and operations. She expressed her desire to understand the logistics and financial aspects of tourism promotion better.

The board engaged in a discussion about appropriate ways to gather information and communicate with contract partners. They emphasized the importance of being mindful of power dynamics and directing more detailed inquiries to appropriate leadership rather than front-line staff or volunteers.

The board agreed that while asking questions and seeking information is important, it should be done thoughtfully and through appropriate channels to avoid causing unintended stress or concern among partner organizations' staff.

7. Adjournment

Motion: Member Barney Caton moved to adjourn at 7:31 p.m. Pruitt seconded.

Vote: 7-0.

Respectfully submitted,

Dakotah Kimbrough
Planning Technician
Staff support to the Hillsborough Tourism Board

Approved: Month X, 202X

Minutes TOURISM BOARD

Regular meeting

5:30 p.m. June 2, 2025

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

Present: Chair Victoria Pace, Vice-Chair Megan Kimball,

Rainbow Cabbage (5:40pm), Barney Caton,

Meaghun Darab, Scott Czechlewski, Smita Patel, and

Eryk Pruitt

Staff: Planning and Economic Development Manager

Shannan Campbell



1. Call to order

Chair Victoria Pace called the meeting to order at 5:33 p.m. and confirmed the presence of a quorum.

2. Agenda changes and approval

Pace asked if there were any changes to the agenda. There were none.

Motion: Member Meaghun Darab moved to approve the agenda. Member Eryk Pruitt seconded.

Vote: 7-0.

3. Minutes

Chair Pace inquired if there were any changes to the minutes from February 3, 2025, and December 2, 2024. No changes were proposed.

Motion: Darab moved to approve the February 3, 2023, and the December 2, 2024, minutes as

submitted. Pruitt seconded.

Vote: 7-0.

4. Discussion/Action Items

A. FY 25 End of Year Budget Adjustment

Campbell explained that there were two adjustments. One adjustment was due to the town forgetting to pay itself last fiscal year for the 6% holdback for administering the tax. The other adjustment was also payment to the town, totaling \$26,000. Campbell clarified that for FY24, they put that amount in revenue and then expensed it back out.

Motion: Chair Pace moved to approve the FY 25 End of Year Budget Adjustments. Darab seconded.

Vote: 7-0.

B. FY 26 Budget Public Hearing

Chair Pace opened the floor for any comments and speakers. Campbell noted that it appeared everyone present had a contract with the tourism board. There were no speakers present.

101 E. Orange St., PO Box 429, Hillsborough, NC 27278 919-732-1270 | www.hillsboroughnc.gov | @HillsboroughGov www.visithillsboroughnc.com | @HillsboroughNC Motion: Darab moved to close the public hearing. Member Barney Caton seconded.

Vote: 7-0.

- Draft FY26 Budget

Shannan Campbell explained that she had adjusted the FY26 draft budget based on the conversations from the last meeting and the requests for various contract partners to make cuts and reductions. She noted that the Alliance, Burwell School, and Arts Council had made modifications, while the Orange County History Museum and Chamber of Commerce were not asked to make any changes.

- Contract Partner Responses/Budgets for FY26 (continued discussion/review, if needed) This item was discussed as part of the Draft FY26 Budget discussion.

- FY26 Grant Projects and Scoring

Campbell presented a summary of the grant projects discussed previously. She mentioned that a TDA meeting had occurred since the last tourism board meeting, where they were asked about potentially hearing the unfunded grant requests, specifically the Hillsborough Holiday Nights and the Mars Hill mural. The TDA expressed interest in hearing these requests but made no commitments to funding them.

The board discussed the scoring, pros and cons, of various grant projects:

- Wendy Olsen project scored 62.8
- Mars Hill mural scored 70.5
- Thrift Crawl scored 75.3
- Seussical scored 80.7
- Holiday Nights scored 90

The board engaged in a detailed discussion about funding the Hillsborough Holiday Nights and Seussical projects. They considered the budget implications and the possibility of TDA funding for the Holiday Nights project. After deliberation, the board decided to fund the Hillsborough Holiday Nights (\$10,000) and the Seussical (\$7,025) projects, with the intent to have the Alliance also ask for some funding from the TDA for holiday nights to reduce some of the cost burden to the Tourism Board since they were spending so much of their fund balance to fund contracts.

Motion: Pruitt moved to fund the Hillsborough Holiday Nights and Seussical projects. Member Darab

seconded.

Vote: 7-0.

Campbell then requested a motion to recommend the budget for adoption to the town board with the modification of the grants expense from \$20,000 to \$17,025 based on the discussion. Member Rainbow Cabbage arrived at 5:40pm.

Motion: Caton moved to recommend the budget for adoption to the town board with the specified

modification. Pruitt seconded.

Vote: 7-0. Member Cabbage abstained, explaining that she wasn't there for the first part of the

conversation to know what had been discussed.

Member Cabbage asked about the cuts to the Hillsborough Arts Council budget. She expressed concern that cuts were made to Last Fridays.

Julia Workman, chair of the board of directors for the Hillsborough Arts Council, representing the Hillsborough Arts Council, clarified that the \$5,000 cut from their budget was taken from the Solstice Lantern Walk expansion to the West Hillsborough, not from Last Fridays as described in the staff report. She explained that they would still look for ways to incorporate additional entrances to the walk but would not be able to provide full programming in West Hillsborough.

Matt Hughes, commissioner for the town of Hillsborough, Burwell School board member, and representative on the Orange County Visitors Bureau, informed the board about potential reductions in county funding for tourism promotion due to budget constraints in Chapel Hill and Orange County. He suggested that Hillsborough might need to invest more in tourism promotion to compensate for these changes in the next fiscal year.

After discussion about the budget and fund balance, the board decided to maintain the original vote on the budget without further adjustments.

5. Staff Updates

Campbell mentioned that she was unable to obtain updated food and beverage revenues from the Finance Department but would email them to the board members when available. She noted that the next meeting would be in August, as the board typically takes July off. She also informed the board that the TDA and tourism board's budget would be on the consent agenda for the next town board meeting unless pulled for discussion.

6. Board updates

No board updates were provided.

7. Adjournment

Chair Pace adjourned the meeting at 6:14 p.m.

Respectfully submitted,

Dakotah Kimbrough Planning Technician Staff support to the Hillsborough Tourism Board

Approved: Month X, 202X

Hillsborough Tourism Board FY2025 Contract Bi-annual Report & Evaluation



Organization Information					
Organization Name: The Alliance for H	istoric	Hillsborough (Visit Hillsh	oorough)		
Contract Contact Person and Title: Ama	anda B	oyd - Executive Director			
Contact Person Email: director@historichillsborough.org		Contact Person Phone: 919-732-7741			
Organization Street Address: 150 E Kir	ng Stre	et			
City: Hillsborough	State:	NC	ZIP Code:27278		
Organization's TOTAL Annual Operating Budget: \$304,514					
Contract General Information					
January - June Report TOTAL Amount of YEARLY Contract Funding: \$ 250,676					

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

Visit Hillsborough Initiatives

- Visitor Center
 - AHH ensured the Visitor Center was open to visitors 7 days a week: Monday through Saturday, 10-4, and Sundays, 12-4
 - AHH oversaw several maintenance projects for the historic Dickson House and public restrooms
 - AHH maintained Helen's Garden while working with the Hillsborough Garden Club in their generous garden renovations that will be completed in May 2025.
- Marketing Visit Hillsborough only
 - Developed a digital article published by 6 AM, focusing on the Raleigh area
 - Worked with Raleats to highlight area food stops their audience is the Wake and Durham area. This posting resulted in 37k views, over 1k likes, and 600 shares.
 - Partnered with Durham Magazine for a social media giveaway, highlighting local food fare.
 - Collaborated with Raleigh Wanderlust, a Raleigh-based influencer, who highlighted different aspects of Hillsborough. We were also provided additional reels and video content to use at our discretion. The posting garnered over 25,000 views, 750 likes, and 325 shares.
 - Managed WHUP radio messaging on behalf of the TDA
 - Created general print advertising for Showcase Magazine, WFDD Winston-Salem, and Raleigh Magazine
 - Worked with WUNC for summer messaging

Programs

- AHH Hosted
 - o Dram of History Outlandish Programs 68 attendees
 - Historic Hillsborough Walking Tours 75 attendees
 - West Hillsborough Walking Tours 16 attendees
 - o Indigenous Beading Classes January May 28 attendees
 - Telling the Full Story Community Classes 65
 - Revolutionary War Living History Day 520 attendees
 - o Preservation Tour 94 attendees
- AHH Supported
 - o Garden Club Tour
 - o BLAC Fest

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

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

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: 3,437

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: 5,156

Please describe how the actual number of residents and tourists served was measured (ie. registration/pre-registration, ticket sales either prior to the event or at the event gates, via turn style data, counters from volunteers, wristband tracking, counts at the site):

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

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

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

The Alliance partnered with Raleigh Wanderlust to highlight the unique aspects of Hillsborough. As part of this venture, we had her focus on the Colonial Inn and arranged the logistics to capture the necessary videography.

We also finalized our arrangements with QC Magazine for a weekend stay giveaway at the Colonial Inn. This won't be featured until fiscal year 2026, but much of the logistics were needed for Q4.

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

Visit Hillsborough: View the marketing outline above...

Alliance: The Alliance partners with local businesses to market and promote major community programs. We offer a collaborative approach, inviting businesses to participate in ways that align with their offerings. For example, we partnered with the Colonial Inn to host A Dram of History in January 2026, renting out their ballroom and using their catering services for the evening. Another strong example of community partnership is the onboarding of our first summer intern, focusing solely on Visit Hillsborough content. Through this opportunity, we have developed a new and updated slideshow for the visitor center and created a centralized social media campaign focusing on area businesses, which will be featured in August 2025.

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

Unsure how to calculate this for smaller events and community programs.

Revolutionary War Living History Day:

TOTAL ECONOMIC IMPACT						
	TOTAL Expenditures	FTE JOBS	HOUSEHOLD Income	LOCAL Government Revenue	STATE Government Revenue	
ORGANIZATION(S):	\$11,700	0	\$7,648	\$332	\$594	
AUDIENCES:	\$15,664	0	\$6,790	\$648	\$933	
TOTAL:	\$27,364	1	\$14,438	\$980	\$1,527	

Dram of History

TOTAL ECONOMIC IMPACT						
	TOTAL Expenditures	FTE JOBS	HOUSEHOLD Income	LOCAL Government Revenue	STATE Government Revenue	
ORGANIZATION(S):	\$2,000	0	\$1,307	\$57	\$102	
AUDIENCES:	\$2,029	0	\$879	\$84	\$121	
TOTAL:	\$4,029	0	\$2,186	\$141	\$223	

Preservation Tour

TOTAL ECONOMIC IMPACT						
	TOTAL Expenditures	FTE JOBS	HOUSEHOLD Income	LOCAL Government Revenue	STATE Government Revenue	
ORGANIZATION(S):	\$620	0	\$405	\$18	\$31	
AUDIENCES:	\$2,805	0	\$1,216	\$116	\$167	
TOTAL:	\$3,425	0	\$1,621	\$134	\$198	

How many volunteers did the contract partner utilize: 9	How many volunteer hours were logged at the contract partner: 570 (Value of \$10,51)

Bi-annual Reflections

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

- 1. Annual Meeting Social Gathering: This year, the Alliance opted to use their annual meeting as an opportunity to host a community gathering. Partnering with the Rookery, Alliance staff welcomed other nonprofits and community members to join in an evening of Hillsborough trivia. With over 50 people in attendance, we felt this could be the start of a new tradition and a unique way to highlight all community partners as well as our organization.
- 2. Influencer collaboration for social media marketing: Influencer collaborations continue to be a strong point in our marketing plan. See full annual marketing report for further details.
- 3. Preservation Tour: The second year of the Preservation Tour was a great success, exceeding our ticket sales goal and creating a free community aspect. We also expanded our partnership this year, adding an opening reception with Leeland Little and a closing soiree at Ayr Mount. We look forward to the continued evolution of this event.

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

- 1. Grand Funding Restrictions: Although somewhat expected, the suddenness of federal funding opportunity cuts took us by surprise. Also, the dramatic turn for DEI-focused programming also negatively impacted our forward motion for Telling the Full Story. We were grateful to have completed this year's project, but were denied continued partnership with our current funders for the time being. Additionally, this has created higher competition for private funding due to the increased demand for funds from all organizations.
- 2. Revolutionary War Living History Day Attendance: We experienced a significant decline in attendance for our annual Revolutionary War Day in April. Our host date (chosen 12 months in advance), unfortunately, coincided with the first national Hands Off/No Kings Protest, which we believe made an impact. This year's event was supported by the NC's A250 grant funding and expanded to include a variety of new and exciting offerings, all free to attendees. We had anticipated growing the event to 1200-1500, but fell short at 525 attendees. Next year, to commemorate the 250th anniversary, we will partner with the Jenrette Foundation and host a weekend of events at Ayr Mount. We hope that this event returns with renewed enthusiasm and the additions draw in a new crowd.

Marketing and Sustainability

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

See the marketing outline above.

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

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

Visit Hillsborough-funded programs for Q3 and Q4

• Revolutionary War Living History Day (partly supported by NC A250)

Other Revenue streams for Visit Hillsborough/Visitor Services

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

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

Alliance funded programs for q3 and q4 include:

- Dram of History
- Preservation Tour
- Walking Tours
- Indigenous Beading Classes in partnership with Indigenous Memories
- Private Tours
- Field Trips

Other Revenue Streams for AHH Q3 and Q4

- OC Outside Agency Grant earmarked for Telling the Full Story and programs
- NC Humanities Grant earmarked for Telling the Full Story initiatives
- North Carolina A250 Community Grant

is true and accurate to the best of ation may disqualify this
Date: 7.22.2025
Date: 7/22/2025
Date:

Hillsborough Tourism Board FY2025 Contract Bi-annual Report & Evaluation (Final Report)



Organization Information					
Organization Name: Hillsborough Arts Council (HAC)					
Contract Contact Person and Title: Hea	ther	Tatreau, Executive Direc	ctor		
Contact Person Email: director@hillsboroughartscouncil.org Contact Person Phone: 919-593-4295					
Organization Street Address: 102 N Ch	urtoi	n Street			
City: Hillsborough	State:	NC	ZIP Code: 27278		
Organization's TOTAL Annual Operatin	g Bud	lget: \$395,000			
Contract General Information					
July-December Report or <u>January-June</u> ? (Mark one) TOTAL Amount of YEARLY Contract Funding: \$ 63,500					

Outline/Overview of the organization's tourism events/programs/activities to-date: Q1/Q2:

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

Q3/Q4:

- Gallery & Gift Shop: Open Tuesday-Sunday; 11am-6pm
 - Gallery Workshops
 - Kit making party
- Last Fridays & the Art Walk:
 - January 31 Updated website to better reflect ongoing nature of the Art Walk; Board Chair visited galleries/venues to receive feedback, promoted gallery openings & artist receptions
 - February 28 Opened late for the Art Walk, promoted gallery openings & artist receptions
 - March 28 (Last Fridays Kickoff with stilt walker)
 - April 25 (Consume Less < Create More, Celebrating Earth Month and National Poetry Month); Poet Laureate Inauguration
 - May 30 (Celebrating Arts Education)
 - June 27 (Art is For Everyone!)
- House Concert Series launch and fundraiser (May 4)

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

The Hillsborough Arts Council is proud to serve our mission of building community through the arts while driving tourism, economic impact, and public engagement with all art forms. In Q3/Q4, we continued to focus on fostering strong relationships across cultural organizations, businesses, local artists, neighborhoods, and schools in Hillsborough and Orange County. Our triangle-wide marketing efforts were used to attract the attention of residents outside of Hillsborough to our large community events and patronize downtown businesses.

The **HAC Gallery & Gift Shop** (GGS) is open 6 days/week with extended hours on Last Fridays to contribute to Hillsborough's nightlife and offer visitors a fun shopping experience and tourist resource while they are in town for the event. In September, we increased the shop hours by opening one hour earlier to catch the downtown lunch crowd and one hour later to allow folks to shop after work. 7,400 people came through GGS in Q1/Q2. 4,966 people came through GGS in Q3/Q4. Our data shows that 66% of patrons are residents outside of Hillsborough with 57% residing outside of Orange County, offering a great opportunity for our shop staff and volunteers to promote Hillsborough as a tourist destination. The bulletin board outside our shop is kept up to date with local upcoming events around town.

Last Fridays & the Art Walk (LFAW) has been structured to entice repeat visitation month after month and to encourage tourists and locals alike to build LFAW as recurring events into their monthly social calendars. This also ensures tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. Art Walk venues are asked each month to share information about special Last Friday happenings with us so we can promote them in a one-page itinerary for patrons. HAC ensures participants that they will find plenty to do by programming a variety of consistent elements of the LFAW like Living Arts Collective in River Park, the Roaming Poets series around town, Makers Markets and music on the Old Courthouse Lawn, and a free art making table.

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

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

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

Q3/Q4:

- The introduction of our Community Loom & Poetry Play exhibit to our Last Fridays activities on the lawn
- The inauguration of Hillsborough's next Poet Laureate at the Thomas Stevens Gallery
- The launch of the Live on the Lawn Performance Series, three hours of dedicated performance space at the back of the Old Courthouse Lawn

Two artist-led **Lantern Making Workshops** were held in November (Q2) to promote the Solstice Lantern Walk. Out of 50 participants, 20 were from outside Hillsborough. This event helped to spread the word about our much larger event and get folks excited to come back on December 21st for the walk.

(Q2) The 2024 **Solstice Lantern Walk & Market** (SLW) was our biggest one yet! We estimate that 6,000 people attended (over 1,000 more than last year). We were more successful this year in getting participants to register for this free event, which allows us to collect data and donations. 3,490 people registered to walk in the event and 993 people registered to watch the event, for a total of 4,483 registrants (compared to 2,411 registrants last year). 87% of registrants reside outside of Hillsborough, with 43% residing outside of Orange County. This data shows us that we are effectively marketing the Solstice Lantern Walk beyond Hillsborough by attracting a significant out of town population. We also feel confident that we have created an event that appeals to all ages. Demographic data show that 23% of attendees were under 16, 53% were ages 16-64, and 24% were over 65.

The **inauguration of Hillsborough's next Poet Laureate**, Amal Kassir, was held in April (Q4) at the Thomas Stevens Gallery during Last Fridays. The three-hour open mic event hosted by Carrboro Poet Laureate Liza Wolff-Francis also featured local poets as well as former poets laureate Gary Phillips of Carrboro and Dee Stribling of Hillsborough. The event was well attended throughout the night with close to 70 for the announcement of Kassir's laureateship.

May (Q4) marked the launch of HAC's **Live on the Lawn** Performance Series during Last Fridays. This series brings three hours of music to the back lawn of the Old Courthouse. Despite the rain in May, we saw an increase in attendees from outside of Orange County, which we attribute to the performing group Rock 'n Roll High School from Apex, NC bringing friends and family to Hillsborough.

One artist-led workshop titled **Music Discovery Lab: Build and Play Your Own Sound Sculpture** was held at the Snow Approach Foundation in June (Q4) to promote our gallery exhibit *Soundscapes*. Participants built their own electro-acoustic instruments and learned basic musical concepts to play their instruments. Out of 9 participants, 1 was from Hillsborough and the remaining 8 were from outside of Hillsborough.

In partnership with the Rookery, HAC hosted a **Cocktails & Crafts** afternoon in June (Q4) to promote our Little Loom Kit being sold at the Gallery & Gift Shop. Participants could purchase a kit onsite and weave a mug rug coaster while they sipped on their drink from the bar. The event brought 12 patrons to the Rookery during non-peak hours, generating \$144 in HAC income while supporting a local business. We plan to continue this partnership with the Rookery by holding similar events on a regular basis.

Contract Partner Tourism Impact

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

Q1/Q2: 8,490 Q3/Q4: 3,848 Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year:

Q1/Q2: 12,646 Q3/Q4: 6,647 Please describe how the actual number of residents and tourists served was measured (ie. registration/pre-registration, ticket sales either prior to the event or at the event gates, via turnstile data, counters from volunteers, wristband tracking, counts at the site):

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

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

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

This season, we implemented a new system for collecting the geographic information of Last Fridays attendees. At our Information Tent (located near HAC's Last Fridays primary programming for the evening), we provided visitors with a pom pom to place into a mason jar corresponding to their place of residence – Hillsborough; Orange County, outside of Hillsborough; North Carolina, outside of Orange County; or Out-of-state/International. We collected data at March, April, and May's Last Fridays events, and found that 38% of Last Fridays attendees hailed from Hillsborough, 26% were from other Orange County towns or communities, 28% were from other North Carolina Counties, and 8% were from other states or countries. This is inline with previous assessments of Last Fridays attendance based on statistics collected from other programs.

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

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

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

The Colonial Inn is a participating venue for the **Last Fridays & the Art Walk** season. They hosted live music in their courtyard, dinner specials, and activities as part of this monthly event. They also partnered with HAC's Roaming Poets Series to host poets during LFAW each month. The Colonial Inn is promoted in our ongoing marketing, showcasing this premier hotel choice for anyone wanting to extend their stay at a HAC event to spend the weekend in historic Hillsborough.

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

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

In preparation of the **Solstice Lantern Walk & Market**, we began sharing "Save the Date" messaging in early October 2024 (Q2). We contacted local businesses via email and the downtown merchants Facebook group to communicate our plans and invite those willing and interested to participate by offering specials or promotions that would entice visitation to their business before or after the event. In exchange, we provided cross-marketing benefits by including them on HAC's SLW web page and posted about their business in our social media efforts. We also encouraged businesses to reach out to us if they wanted help brainstorming ways to participate, or if they had ideas for further collaboration in lead-up to the event. This year, we also invited local businesses to donate gift certificates to our raffle basket and then promoted those businesses to draw interest in the raffle.

Local businesses were asked in January 2025 (Q3) if they would like to become a participating venue in the **Last Fridays & the Art Walk** season. Participating venues secured their spot in early February and were provided with monthly themes for inspiration and awareness of what HAC would be doing to boost visitation. Google Forms, online web forms, etc. were used in follow-ups sent to venues each month with a final line-up of monthly activities and requests to get their details for cross promotion. Art Walk venue events were then included in a one-page LFAW itinerary for the public, in social media posts, and on the HAC website.

This season (Q3/Q4), the Events Coordinator and Board Chair distributed printed copies of the one-page LFAW itineraries to Art Walk venues the week before each Last Friday. This face-to-face interaction with local businesses and organizations has become a new way to receive feedback and improve the relationship between the Hillsborough Arts Council and the community. With the help of the Program & Marketing Intern, Last Fridays rack cards were expanded to a tri-fold brochure featuring a map of participating Art Walk venues. The map includes Downtown Hillsborough and an inset of West Hillsborough where we have three new venues. Brochures were passed out to Art Walk Venues and other highly trafficked Downtown businesses. The addition of a detailed map has proven to be popular with our venues, and new businesses who have become venues halfway through the season are excited to be included in the map for an anticipated reprint of the brochure.

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

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

HAC's operating expenses for LFAWs and SLW during Q1/Q2 (July-December) was \$17,824 and served 13,700 attendees. Using the Arts and Economic Prosperity Calculator, these HAC programming expenditures brought a total of \$25,251 in revenue for the state government and a total of \$17,404 in revenue for local government. 9 FTE positions were supported through our work, and a total of \$188,828 of household income was generated through our expenses. A total of \$426,583 was spent by our audiences and organizations at LFAWs and SLW during the first half of FY25.

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

INSTRUCTIONS								
Provide the information	below to calculate the	e economic impact of	your organization (or	a group of organizatio	ns).			
Population of your con	nmunity: Less than 50	0,000 🕶						
Total Expenses: \$ 17	7824							
Total Attendance: 137	00							
CALCULATE → RESET	\rightarrow PRINT \rightarrow							
TOTAL ECONOMIC	IMPACT							
	TOTAL Expenditures	FTE JOBS	HOUSEHOLD Income	LOCAL Government Revenue	STATE Government Revenue			
ORGANIZATION(S):	\$17,824 1 \$11,651 \$506 \$905							
AUDIENCES:	\$408,759 9 \$177,177 \$16,898 \$24,346							
TOTAL:	\$426,583	9	\$188,828	\$17,404	\$25,251			

HAC's operating expenses for LFAWs, workshops, and concerts during Q3/Q4 (January-June) was \$8,100 and served 5,563 attendees. Using the Arts and Economic Prosperity Calculator, these HAC programming expenditures brought a total of \$10,297 in revenue for the state government and a total of \$7,092 in revenue for local government. 4 FTE positions were supported through our work, and a total of \$77,239 of household income was generated through our expenses. A total of \$174,080 was spent by our audiences and organizations at LFAWs, workshops, and concerts during the second half of FY25.

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

INSTRUCTIONS								
Provide the information	below to calculate the	e economic impact of	your organization (or	a group of organizatio	ns).			
Population of your con	nmunity: Less than 50	0,000 🕶						
Total Expenses: \$81	100							
Total Attendance: 556	33							
CALCULATE → RESET	\rightarrow PRINT \rightarrow							
TOTAL ECONOMIC	IMPACT							
	TOTAL FTE JOBS HOUSEHOLD LOCAL STATE GOVERNMENT GOVERNMENT REVENUE REVENUE							
ORGANIZATION(S): \$8,100 0 \$5,295 \$230 \$411								
AUDIENCES:	\$165,980 4 \$71,944 \$6,862 \$9,886							
TOTAL:	\$174,080	4	\$77,239	\$7,092	\$10,297			

How many volunteers did the contract partner utilize:

Q1/Q2: 230 Q3/Q4: 154 How many volunteer hours were logged at the contract partner:

Q1/Q2: 900 Q3/Q4: 635

Bi-Annual Reflections

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

The **HAC Gallery & Gift Shop** hours were adjusted in September to be more consistent and longer. This has proven to be successful in capturing more patrons. We focused marketing efforts on Shop Small weekend in November and saw our highest sales in one single weekend. We are proud to have contributed \$38,764 to local artist income in Q1/Q2 sales and \$28,270 in Q3/Q4.

In Q3/Q4, we focused more on introducing patrons to the artistic process in order to build appreciation for a variety of artistic mediums. Each Last Friday featured an artist demonstration in the window that drew crowds and allowed shop artists to engage with patrons. We also implemented the digital Meet the Artist Project. Our GGS manager collected process videos from several of our shop artists and played them on an iPad in the shop next to samples of the artists' work. This allows for a deeper understanding of what goes into the art form and fosters conversation with staff. We plan to expand this project next fiscal year by collecting more videos and displaying more iPads throughout the shop, as the budget allows.

Since Lantern Making Kits have been so successful during our Solstice Lantern Walk, we decided to create art making kits that can be sold year-round. In Q4, we started selling kits in the shop. We have collected \$785 in revenue this quarter. These kits will boost shop revenue while providing art education to all ages and skill levels. We will continue to offer these in the new year.

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

The October LFAW (Q2) was our season finale with a Halloween theme and an estimated 2,500+ participants. This was a true collaboration between downtown merchants and HAC contracted artists. We promoted downtown trick or treating organized by the Chamber, hayrides at the Town Scoop, and a haunted hallway at Coldwell Banker. We hired a local dancer to create a Witch Flash Mob on the old courthouse lawn alongside a DJ and handed out candy at the HAC info tent. We will continue to lean into the Halloween theme each year, as it brings out a diverse array of community members and tourists.

We continue to evaluate and improve the **Solstice Lantern Walk & Market** (Q2) year over year, so attendees have a magical Hillsborough experience and plan to come each year. We brought back the popular elements that people have come to expect: live music, food trucks, hot chocolate, the Spiral of Light, a singing sound bowl artist in River Park, and CHAOS Sky Tours with giant telescopes. Some ways we enhanced participant experiences this year were by adding a selfie station, performers playing along River Walk, event lighting by Get Lit, and increased accessibility through an early exit option at Weaver St and more maps/signage. We also doubled the number of artist booths at the Solstice Market under the Farmer's Market Pavillion. We received feedback from artists that this was their best market of the season! Walk participants reported very positive feedback about the performers along the walk, so we would like to have even more next year.

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

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

Our approach to **Lantern Making Workshops** (Q2) proved successful this year. We hired an artist to lead two workshops that were open to all ages and artistic abilities. These sold out with a total of 50 participants. Our lantern kits are consistently profitable. We sold 536 kits this year, generating a profit of \$3,925. We also had local artists donate handmade lanterns to sell in the Gallery & Gift Shop for folks who did not want to buy a kit and make their own. These were very popular and provided an additional \$960 in HAC income. We will increase these next year.

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

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

We also lost most of our giant puppets that we had accumulated over several years of **Handmade Parades** due to mold and flooding in our storage facility. We have used this as an opportunity to create a new model. In Fy26 we will be hosting a series of puppet workshops with 1,2,3 Puppetry and The Scrap Exchange to teach individuals and merchant groups how to construct their own puppets for the next parade. By putting the ownership on community members, we hope to see more engagement with the parade while solving the logistical issue of storage.

Marketing and Sustainability

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

HAC continues to promote events through:

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

We continue to expand PR locally and regionally. HAC's events and event photography receive widespread attention and excitement from HAC's proprietary marketing, cross-promotional efforts, and organic news channels. In Q4, we began to create more mini-documentary style videos that have been shared on PBS and social media to promote HAC events with audiences beyond the Triangle.

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

- Monthly ad spot on WUNC-FM (Fresh Air) to promote LFAW/SLW
- 2025 LFAW trifold brochure (with map of Art Walk venues, dates, QR code to info online, and general activities to expect) distributed at key tourist/visitor stops and Art Walk venues
- Print ads in local media/partner outlets (Indy, Hillsborough Chamber Guide, etc)
- Monthly LFAW banners at Welcome to Hillsborough & the Historic Orange County Courthouse banners on the week before and night of each event.
- New Solstice Lantern Walk & Market banners placed prominently on the day of the event
- Monthly LFAW one-pager and event flyers branded, quick & easy to use info about what special
 programming we have rotating each month shared online, at G&GS, HAC info booth, and at art
 walk venues, with expanded distribution of flyers promoting specially-themed components
- The GGS & our monthly HAC info booth are hubs for other tourism materials and we have made space for signs, rack cards, and brochures as long as it aligns with our general mission to build community through the arts
- Press packets distributed to 250+ arts organizations and media outlets. Includes links to website, press release copy, marketing assets (icons, social graphics), high-quality photography with image credits, and more
- Community calendar listings posted to 20+ calendars in the Triangle to promote our events
- FB events and Instagram posts created events and posts for each event (SLW, LFAW, workshops, House Concert, etc)
- We hired the Poster Guys to distribute 200 SLW flyers in Chapel Hill, Carrboro, and Durham. Staff and volunteers distributed flyers throughout Hillsborough, Pittsboro, and Graham
- Radio interviews with our Executive Director were aired on WHUP and The Hill WCHL with Aaron Keck to promote SLW

 Mini-documentaries were filmed at LFAW for PBS NC Weekend and with local film company, Ethereal Films

LFAW public-facing web-page for full monthly event details: www.LastFridays.org SLW event details web-page: https://www.hillsboroughartscouncil.org/solstice

HAC Facebook Posts HAC Instagram Posts

2024 SLW Press Package WCHL SLW interview

PBS NC Weekend

HAC Programs in the MEDIA:

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

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

Our board Development Committee and Executive Director worked together in Q1/Q2 to extensively overhaul our development plan, re-establish donor relationships, pursue more business sponsorships, and re-invigorate our sustainer program. In Q3/Q4, we successfully transferred to a better donor management system that is allowing us to track donor relationships more effectively. We also organized 4 donor socials this year to thank our regular supporters.

We organized an **end of year fundraising campaign around SLW** (Q2). We added SLW benefits for business sponsors: prominent name recognition on the Solstice webpage, business logo on SLW event banners, inclusion of logo on sponsor backdrop at the SLW photo booth, and 2 limited edition SLW mugs. One of our sponsors partnered with us to create the mugs as give-aways to attendees who made a donation to HAC. They were very popular! Immediately following SLW, we sent out emails and posted on social media about our end of year campaign.

Our **end of fiscal year campaign** (Q4) was the most well-orchestrated and successful campaign to date, involving the board Development Committee, Executive Director, and Program & Marketing Director. This was a match campaign that also utilized peer-to-peer methods, raising \$12,643 to meet our budget goals. We were able to secure 6 new business sponsors and 7 new sustainers through this campaign in addition to \$4,500 in one time donations.

We hosted a successful relaunch of the popular Parlor Concerts in May, rebranded as the **House Concert** Series. This first one was a fundraiser that sold 40 tickets to a private concert in a board member's home. The event allowed us to connect with some of our past donors and encourage them to support us again. We will continue this series, offering 3 concerts each year. This is a board led series with a dedicated committee, which makes it sustainable. We have budgeted a small profit from these concerts with a focus on donor engagement and development.

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

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

a. Item	b. Amount Needed via Contract Funding in FY25 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
Operations- Utilities	\$	\$	\$	
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) = \$23,400	\$	\$	\$	
3. Operations- Insurance/Safety Items	\$	\$	\$	
4. Advertising- Social Media/Online	\$	\$	\$	
5. Advertising- Print Ads, Brochures, Postcards	\$	\$	\$	
6. Data Processing- Website Maintenance, E-newsletters	\$	\$	\$	
7. Exhibits/Displays/Attraction Development	\$	\$	\$	
8. Special Projects/Events Admin	\$	\$	\$	
9. Bands	\$	\$	\$	
10.	\$	\$	\$	

11.	\$ \$	\$
12.	\$ \$	\$
13.	\$ \$	\$
14.	\$ \$	\$
15.	\$ \$	\$
TOTALS (sum of each column)	\$ \$	\$

^{**} PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **

Signatures

I hereby certify that the information contained in this bi-annual report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.

EXECUTIVE DIRECTOR				
Signature (digital is fine): Aleafal. Tan	Date: 7/18/2025			
Printed Name: Heather L. Tatreau				
BOARD CHAIRPERSON				
Signature (digital is fine): Julia Workman Date: 7/18/2025				
Printed Name: Julia Workman				
CONTRACT CONTACT PERSON (if different than Executive Director)				
Signature:	Date:			
Printed Name:				

Hillsborough Tourism Board Hillsborough Tourism Board FY2025 Contract Bi-annual Report & Evaluation



Organization Information				
Organization Name: Burwel	l School Historic S	Site		
Contract Contact Person and	d Title: Emma Vad	lney, Site Coordina	tor	
Contact Person Email: burwellsc@gmail.com Contact Person Phone: 919-732-7451				
Organization Street Address	:: 319 N Churton S	St		
City: Hillsborough	State: 1	NC	ZIP Code: 27278	
Organization's TOTAL Annu	al Operating Budg	get: \$168,875		
6				

TOTAL Amount of YEARLY Contract Funding: \$70,000 July-December Report or January-June?

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

January

- Bourbon Tasting
 - o In collaboration with Mark Solomon and the staff at Leland Little Auctions, we put on a bourbon tasting fundraiser. Guests tasted rare bourbons, ate delicious treats from Events by Joanne, and socialized in the beautiful space at Leland Little. We sold out, with approximately 50 tickets sold.

February

- The Sheer Resilience of Free People of Color in Orange County
 - o For Black History Month, Judge Beverly Scarlett kindly volunteered her time to give a book reading of her new release, *Sheer Resilience*. 33 guests attended this free event.
- Patchwork Party
 - o In celebration of Black History Month and Elizabeth Keckly's birth month, we hosted a children's crafting event focused on quilting. 9 guests attended this free event.

March

- Auction Gala
 - This year's annual auction gala was themed around Mardi Gras. With some new additions, including a VIP pre-party, photo booth, and revamped auction lineup, we had one of our most successful auctions to date. Tickets sold out, with approximately 150 in attendance.

April

- Rev War Day
 - The BSHS was glad to participate in Rev War Day again this year. We hosted Camp Flintlock and the Sun Assembly Country dancers – always fan favorites! 245 visitors stopped by Burwell.
- Poetry Reading with Jaki Shelton Green
 - We were fortunate to have North Carolina's Poet Laureate Jaki Shelton Green perform a
 poetry reading at the Burwell School in celebration of National Poetry Month. Selections
 included a poem she wrote for Elizabeth Hobbs Keckly. 37 guests attended this free event,
 overflowing the South Parlor.

May

- Hillsborough Garden Tour
 - The BSHS was glad to partner with the Hillsborough Garden Club for their 100th anniversary garden tour. Commissioners and HGC members worked hard to prepare the BSHS gardens for visitors. On tour day, we hosted refreshments and offered tours of the home. 211 visitors stopped by the Burwell School as part of the garden tour.
- Tea with Lee
 - This ticketed event featured readings by Hal Crowther and Lee Smith. Guests also had the
 opportunity to purchase books from Purple Crow and have them signed by the authors.
 Prior to the readings, guests enjoyed a beautiful tea in the historic Burwell School. Tickets
 were sold out, with 45 attendees.

June

- Songs of the Freedom Bound
 - o In celebration of Juneteenth, we hosted Crystal Simone Smith and Dr. Sheila Smith Mckoy for a poetry reading. Crystal Simone Smith read from her new release, Runagate: Songs of the Freedom Bound, a collection of haiku and tanka about the enslaved, a reimagining of their flights of escape. Dr Smith Mckoy, a preeminent scholar of Elizabeth Keckly, delivered a brief history of Juneteenth.

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

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

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: ~572

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: ~303

Please describe how the actual number of residents and tourists served was measured (ie. Registration/pre-registration, ticket sales either prior to the event or at the event gates, via turn style data, counters from volunteers, wristband tracking, counts at the site):

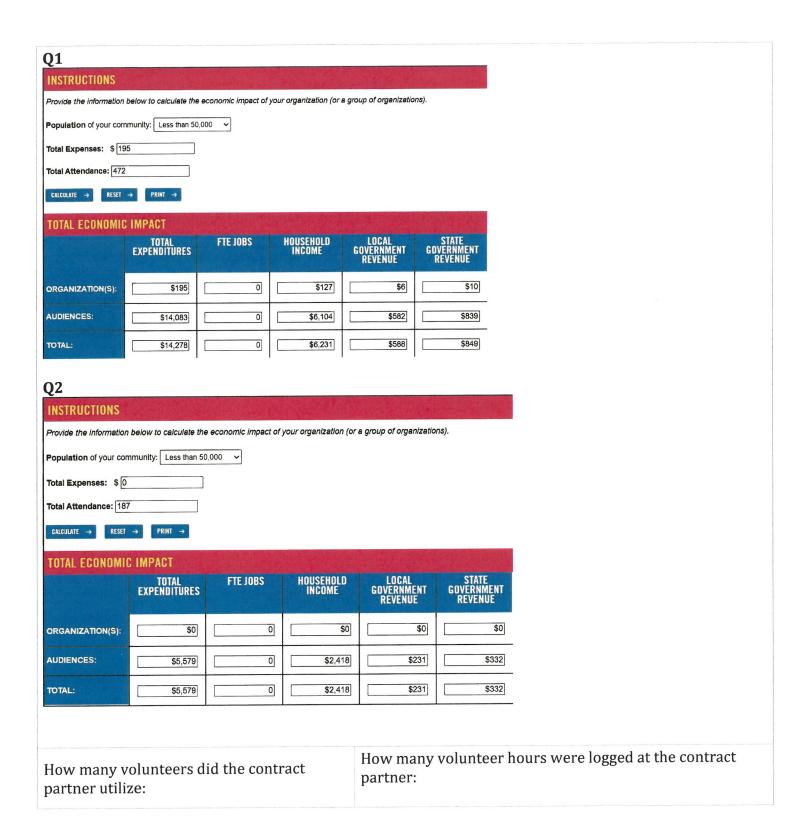
- For regular operations, guests are counted by physical tally kept by the docent, staff member, or volunteer greeter. We have incorporated a new tracking system inspired by the Hillsborough Arts Commission. A staff member, docent, or volunteer will ascertain where guests are visiting from through their initial interaction. Then, they tally the appropriate number of visitors under one of two headings: Hillsborough or Tourist. We implemented this system at the start of Q4 and hope it will provide a more accurate understanding of where our guests are coming from.
- For ticketed/registered events, guests enter their addresses into our ticketing platform, Zeffy. However, for free events (which most Burwell programs are), registration is either not required or not run at all, so these numbers provide foundations for educated guesses.
- At Burwell events, visitor numbers are tracked through use of a handheld counter operated by a staff member.

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

N/a

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

- The Burwell School aims to regularly collaborate with and support local businesses. We partnered with Leland Little to put on a Bourbon Tasting event in January. Our annual gala featured local businesses as donors, sponsors, and vendors.
- Our advertising efforts for Burwell events and programs engage local businesses through social media, in-person flyers and conversations, and other methods.
- We regularly encourage visitors to patronize local businesses after their visit to the Burwell School Historic Site.



Bi-annual Reflections

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

- The annual Burwell School auction gala was a great success. We collaborated with new and old partners to put on a fabulous Mardi Gras themed gala, including Eno River Brewing, Purple Crow Books, and Melissa Designer Jewelry. The BSHS raised over \$30,000 net profit!
- Our school and group tours program continued to be successful through the efforts of our Visitor Services Coordinator. We are exploring ways to expand outreach and programming for K-12 students.
- Through the generosity of an anonymous donor and the Questors organization, efforts to restore and preserve our rare 1837 brick schoolhouse are nearly complete. Andy Whitted and his team replastered the interior, allowing us to restage the space and use it again for tours and programs. Custom gutters were installed to protect the brickwork. Jeff Bergman at Roots Building and Restoration completed work on the woodwork in the schoolhouse. Jeff also repaired the front porch.

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

- Unfortunately, both HVAC units at the Burwell School went kaput in the middle of June. We were
 forced to close until the issue could be remedied, as temperatures in the house exceeded 90
 degrees. The BSHS was closed until July 16 due to this issue.
- Our federal grant through the Institute of Museum and Library Sciences was terminated on April 8, 2025. This left the project in limbo for approximately a month. Luckily, the grant was restored in mid-May and the comic books are on track.
- Budgetary constraints limit the scale of our events and programming. We intend to plan larger-scale events well in advance to provide time to apply for grants.

Marketing and Sustainability

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

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

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

- The BSHS and Leland Little Auctions put on a Bourbon Tasting fundraiser in January. The event sold out and was highly praised. We appreciate Mark Solomon and his team!
- We sent out a spring mailing for our Annual Fund, which brought in a good amount of extra donations. Our Annual Fund is a critical campaign that is conducted every autumn. We continue to solicit donations to the Annual Fund throughout the fiscal year.
- The BSHS continues to promote our Sustainer program, which allows donors to sign up to make monthly contributions. Sustainers receive several perks, including priority access to ticketed events.
- We held our annual auction gala in March. This was one of our most successful auctions yet, bringing in over \$30,000 in net profit.
- Our May Tea with Lee fundraising event was also a huge success. Lee Smith and Hal Crowther generously volunteered their time to read to a sold-out crowd at the BSHS. The Historic Hillsborough Commission did a great job providing delicious teas and treats.

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

a. Item	b. Amount Needed via Contract Funding in FY21 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)		
Ex: Revolutionary War Re- enactors	Ex: \$1,000	Ex: \$2,000				
	Ex \$6,500	Ex: \$1,000	Ex: \$500	\$8,000		
1. Operations- Utilities	\$	\$	\$			
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) \$23,400	\$	\$	\$			
3. Operations- insurance/Safoty Items	\$	\$	\$			
4. Advertising Social Media/Online	\$	\$	\$			
5. Advertising- Front Ads. Brochupes, Postcards	\$	\$	\$			
6. hata Processing Webshe Maintenance, home viewers	\$	\$	\$			
7. Exhibits/Hisplays/Attraction n Development	\$	\$	\$			
8. Special Projects/Liverts Admin	\$	\$	\$			
9. Bands	\$	\$	\$			
10.	\$	\$	\$			
11.	\$	\$	\$			
12.	\$	\$	\$			
13.	\$	\$	\$			
14.	\$	\$	\$			
15.	\$	\$	\$			
TOTALS (sum of each column)	\$	\$	\$	COMMODATE VOID EILL BUDGET **		

Signatures						
I hereby certify that the information contained in this bi-annual repo my knowledge. I understand that providing false or misleading inform organization from receiving future funding from the Tourism Board.						
EXECUTIVE DIRECTOR						
Signature (display lance:	Date:					
Printed Name:						
BOARD CHAIRPERSON						
Signature (digital is fine): Matt Holmes (vi30, 2025 11:37:29 EDT)	Date: 07/30/2025					
Printed Name: Matt Hughes						
CONTRACT CONTACT PERSON (if different than Executive Director)						
Signature:						
Printed Name: Emma Vadney						

Hillsborough Tourism Board FY2025 Contract Bi-annual Report & Evaluation



Organization Information								
Organization Name: Orange County Historical Museum								
Contract Contact Person and Title: Catie Atkinson, Site Manager								
Contact Person Email: manager@oran	Contact Person Email: manager@orangehistorync.org							
Organization Street Address: 201 N Churton Street								
City: Hillsborough	City: Hillsborough State: NC ZIP Code: 27302							
Organization's TOTAL Annual Operating Budget: \$ 145,638								
Contract General Information								
July-December Report or January-June	TOTAL A	mount of YEARLY Contract Funding:						

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

The Orange County Historical Museum was very busy during Q3 and Q4, hosting a variety of programs and events. Some of these programs and events were held in town, either at the Museum or at other venues, while others were held outside of town for other organizations in an effort to share the Museum with a new audience who will hopefully visit the Museum in the future.

- January 9th Garden Club Exhibit Opening.
- January 14th Courtney presented "Everything You Should Have Learned in High School about the Articles of Confederation" for the Granville County Historical Society. This program was attended by 40 people.
- January 15th Courtney presented "Everything You Should Have Learned in High School about the Declaration of Independence" at The Cardinal at North Hills. This program was attended by 30 people.
- January 18th Garden Club Reception
- February 1st How the Word is Passed: Community Read Discussion at the Orange Couty Public Library. This program was attended by 18 people.
- February 16th A Malcontented People: Armed Insurrection in North Carolina 1677-1775 at the Orange County Public Library. This program was attended by 63 people.
- February 27th Museum tour for First Baptist Church Mebane. This tour was attended by 16 people.
- March 12th Museum tour for Cambridge Village. This tour was attended by 10 people.
- March 19th Courtney participated in a Regulator debate with the Granville County Historical Society. This program was attended by 51 people.
- March 19th A Presentation on Classic Books at the Hillsborough Presbyterian Church. This program was attended by 12 people.
- April 5th Participation in Revolutionary War Living History Day
- April 10th SCORE! Exhibit opening. This event was attended by 62 people.
- April 27th Garden Party fundraiser. This event was attended by 59 people.
- May 22nd Participation in Alliance Trivia and Nonprofit Showcase.
- May 31st Participation in Preservation Fest
- June 14th Waffle Frolic and Regulator Debate. This event was attended by 62 people.
- June 22nd Courtney presented "Digging up the Past" at the Mebane Historical Museum. This program was attended by 20 people.
- June 24th Courtney gave a presentation of Hillsborough history at the Masonic Lodge. This program was attended by 16 people.

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

- January 31st Classroom visit to Hillsborough Elementary
- March 3rd Field trip from Expedition School
- March 4th- Field Trip from Expedition School
- April 16th Field trip from Duke School
- June 24th Field trip from Carolina Friends School camp.

In April, we opened our 2025 special exhibit, SCORE! Youth Sports in Orange County History. This exhibit looks at the benefits children and the community receive from participating in youth sports, as well as the way sports reflect different societal issues. This exhibit also features a display from the Chapel Hill Historical Society that looks at sports in Chapel Hill.

During this period, two new exhibits opened in the Museum. The first was an exhibit curated and designed by the Hillsborough Garden Club celebrating their 100^{th} anniversary. The Garden Club originally founded the Museum, so we were thrilled to help them celebrate this milestone. This exhibit brought in visitors from garden clubs around the state for tours.

In April, we opened our 2025 special exhibit, SCORE! Youth Sports in Orange County History. This exhibit looks at the benefits children and communities receive from participating in youth sports, as well as the way sports reflect different societal issues. This exhibit also features a display from the Chapel Hill Historical Society that looks at sports in Chapel Hill.

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

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

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

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: 425 from Hillsborough (158 additional from Orange County) Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: 919 visitors from outside Hillsborough (761 outside Orange County)

Please describe how the actual number of residents and tourists served was measured (ie. registration/pre-registration, ticket sales either prior to the event or at the event gates, via turn style data, counters from volunteers, wristband tracking, counts at the site):

The Museum tracks on-site guests manually by having the front desk associate tally the number of visitors the museum received as well as asking visitors for their zip code. Additionally, program attendance is tracked through ticket sales, event registrations, and counts by staff at events. N.B. zip codes are only collected for daily museum visitors and not for program/event attendees. Numbers reported above only represent those daily museum visitors.

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

N/A

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

- Featuring earrings from Carlisle and Linney in our gift shop that fit with the theme of our current special exhibit along with business cards to encourage guests to visit the store
- Providing rack cards and other materials to other sites in Hillsborough, as well as featuring promotional material from other sites in the Museum
- Tagging other sites in town in social media posts and sharing their content

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

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

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

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

How many volunteer hours were logged at the contract partner utilize: 7

Bi-annual Reflections

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

One of the biggest successes during this half of the year was the opening of our 2025 special exhibit, SCORE! This exhibit was the most successful in terms of community engagement, which is the goal without special exhibits. We had 68 members of the community contribute artifacts, photos, and stories for this exhibit, allowing us to create a very impactful display for all visitors, local or tourists. The universal concepts featured in the exhibit are something everyone can relate to.

Another major success was our Colonial Waffle Frolic and Regulator Debate. This is the first time we have held an event like this, and it turned out extremely successful. All the attendees seemed to have a wonderful time. This event was also a fundraiser for the museum and ended up raising ****

Finally, perhaps our greatest success of this half of the year was being recognized for our work at the North Carolina Museums Council annual conference in March. We received an Award of Excellence for our project mapping the businesses of Churton Street throughout Hillsborough's history. Site Manager Catie Atkinson also received the Emerging Museum Professional Awar. These awards provide the museum with state level recognition for our work and make us more visible to people around the state and beyond,

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

N/A

Marketing and Sustainability

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

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

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

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

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

The main fundraising efforts for the Museum occur in Q2 and Q4. However, throughout the year we include a link to donate in all e-newsletters sent to subscribers. Additionally, we always have a donation jar and QR code to access our online donation platform at the front desk. All events and programs indirectly support our fundraising efforts by attracting new supporters and showing existing supporters the types of programs the Museum is able to produce with their support. We consider every program and event a friend-raiser, a way to get people invested in what the Museum is doing so they will hopefully donate in the future.

Q4 saw our annual Friendship Campaign. This is our biggest fundraiser of the year. Mailers are sent to previous donors urging them to once again become a friend of the Museum. The campaign is advertised extensively on social media and through our email newsletter. Special fundraising events are also held during this time. This year, we held an exclusive garden party event for top supports of the museum at the home of Stephen Burke and Randy Campbell. This event had a higher ticket price, and we raised \$1,925. Our other major event was our Colonial Waffle Frolic and Regulator Debate, which raised \$1,650. We hope to replicate this success in the future with other large-scale fundraising events, and to perhaps make the Waffle Frolic a yearly event.

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

a. Item	b. Amount Needed via Contract Funding in FY21 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)		
Ex: Revolutionary War Re- enactors	Ex: \$1,000	Ex: \$2,000				
i.e. Personnel Costs5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	\$8,000		
1. Operations- Utilities	\$	\$	\$			
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) = \$23,400	\$	\$	\$			
3. Operations- Insurance/Safety Items	\$	\$	\$			
4. Advertising- Social Media/Online	\$	\$	\$			
5. Advertising- Print Ads, Brochures, Postcards	\$	\$	\$			
6. Data Processing- Website Maintenance, E-newsletters	\$	\$	\$			
7. Exhibits/Displays/Attraction Development	\$	\$	\$			
8. Special Projects/Events Admin	\$	\$	\$			
9. Bands	\$	\$	\$			
10.	\$	\$	\$			
11.	\$	\$	\$			
12.	\$	\$	\$			
13.	\$	\$	\$			
14.	\$	\$	\$			
15.	\$	\$	\$			
TOTALS (sum of each column)	\$	\$	\$	MMODATE VOLID EILLI DIIDCET**		

^{**} PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **

Signatures							
I hereby certify that the information contained in this bi-annual report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.							
EXECUTIVE DIRECTOR							
Signature (digital is fine): N/A	Date:						
Printed Name:							
BOARD CHAIRPERSON							
Signature:	Date: 7/28/25						
Printed Name: Gregg Phillips							
CONTRACT CONTACT PERSON (if different than Executive Director)							
Signature:	Date: 7/28/25						
Printed Name: Catie Atkinson							

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

Month	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25**	% change	\$ change
July	\$30,453.70	\$31,257.81	\$30,716.14	\$33,289.37	\$30,141.73	\$36,934.94	\$39,681.23	\$50,598.52	\$43,607.55	-14%	-\$6,990.97
August	\$28,976.05	\$30,831.82	\$33,373.27	\$32,927.99	\$27,747.34	\$34,194.86	\$42,952.36	\$44,315.18	\$43,734.23	-1%	-\$580.95
September	\$27,050.52	\$30,232.18	\$30,144.31	\$31,530.78	\$28,978.57	\$32,071.32	\$41,000.07	\$40,292.48	\$45,549.93	13%	\$5,257.45
October	\$29,910.50	\$30,910.25	\$31,212.46	\$32,507.15	\$32,439.75	\$42,225.31	\$47,306.55	\$42,885.73	\$42,100.79	-2%	-\$784.94
November	\$28,563.38	\$28,064.84	\$27,845.69	\$32,791.66	\$26,556.92	\$33,296.27	\$38,487.16	\$31,463.71	\$43,976.03	40%	\$12,512.32
December	\$29,221.43	\$33,632.97	\$34,700.52	\$35,102.52	\$32,051.89	\$32,841.50	\$43,540.72	\$50,623.98	\$46,152.11	-9%	-\$4,471.87
January	\$24,142.18	\$24,189.98	\$30,528.22	\$33,471.34	\$27,658.67	\$31,213.91	\$35,566.32	\$38,269.81	\$40,969.91	7%	\$2,700.10
Feburay	\$26,610.30	\$29,746.09	\$27,012.88	\$27,360.99	\$27,666.32	\$33,829.54	\$45,426.08	\$41,900.67	\$41,065.58	-2%	-\$835.09
March	\$31,319.16	\$35,203.76	\$32,737.49	\$26,125.77	\$33,038.95	\$36,250.16	\$39,965.61	\$42,895.16	\$39,988.80	-7%	-\$2,906.36
April	\$28,317.73	\$31,415.35	\$31,713.63	\$27,325.30	\$34,293.11	\$44,108.70	\$46,018.28	\$57,121.69	\$46,021.65	-19%	-\$11,100.04
May	\$33,371.01	\$31,731.17	\$31,266.83	\$26,026.84	\$34,501.60	\$41,870.82	\$43,563.55	\$53,602.69	\$46,813.42	-13%	-\$6,789.27
June	\$29,256.32	\$35,870.73	\$31,034.18	\$27,227.52	\$33,630.05	\$39,865.00	\$38,687.15	\$43,771.74			
YTD total	\$347,192.28	\$373,086.95	\$372,285.62	\$365,687.23	\$368,704.90	\$438,702.33	\$502,195.08	\$537,741.36	\$479,980.00	-11%	-\$57,761.36

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