

Agenda

Tourism Board Regular Meeting

5:30 PM February 05, 2024

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



1. **Call to order**
2. **Agenda changes and approval**
3. **Minutes review and approval**
 - [A.](#) December 4, 2023
4. **Action items**
 - [A.](#) Grant Scoring Guide for FY25
 - [B.](#) Draft grant timeline/deadlines for FY25
5. **Discussion items**
 - [A.](#) Tourism Board Contract Scopes for FY25
6. **Monthly reports and comments**
 - [A.](#) F&B Tax report
7. **Adjournment**

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Minutes

TOURISM BOARD

Regular meeting

5:30 p.m. December 4, 2023

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



Present: Chair Matt Hughes, Barney Caton, Barry Hupp, Victoria Pace, Smita Patel, Eryk Pruitt and Scott Czechlewski

Absent: Rainbow Cabbage, Megan Kimball

Staff: Planning and Economic Development Manager Shannan Campbell

1. Call to order

Chair Matt Hughes called the meeting to order at 5:32 p.m.

2. Agenda changes and approval

Campbell proposed adding item 5.B, reappointment of members Victoria Pace and Barney Caton and striking Item 6, Discussion Items.

Motion: Pace moved to approve the agenda as amended. Board member Hupp seconded.

Vote: 7-0

3. Minutes review and approval

Minutes from regular meeting on November 6, 2023

Motion: Board member Eryk Pruitt moved minutes as submitted. Board member Scott Czechlewski seconded.

Vote: 7-0

4. Presentations

A. Contract partner quarterly reports

1. Alliance for Historic Hillsborough (Visitors Center) Q1 Contracted Services Report

Amanda Boyd, executive director of the Alliance for Historic Hillsborough, summarized the alliance activities that took place in the first quarter of FY22. The presentation and report were included in the agenda packet. Boyd shared that the alliance served over 1300 people in the quarter. Alliance-sponsored walking tours, especially the Outlandish series, and field trips have drawn large numbers. The interpretive signs for Occaneechi Village are almost done. The Visitors Center was chosen by the Hillsborough Garden Club as a recipient for its first grant project and will be on the garden tour in 2025. Newsletter interest and web traffic continue to grow.

She shared two updates that require the alliance to make budget adjustments. The county will double the rent for the Dickson House, an increase the alliance can cover for February through June. \$1000 is needed to install a storm door to address a safety hazard; this money that will also come out of the Alliance's

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contingency fund. Asked by Hughes what the current rent for the building was, Boyd said \$260 a month. Campbell explained that currently the tourism program maintains the inside of the building and the county the outside, which is more expensive. She added that the county wants to divest itself of the building and is extending the lease and doubling the rent for now. There will need to be future discussions with the County on ownership and maintenance of the building long-term.

2. Burwell School Q1 Contracted Services Report

Emma Vadney, the school's new site coordinator, summarized the school activities in the first quarter of FY22, which were also available in the agenda packet as a presentation. She shared that the school had 700 visitors in the first quarter, a record high number. In addition to partnering with the Alliance to host virtual lunch and learn programs, the school hosted six events, all well-attended: a star party, a book reading by C. Georgina C., a fall festival, and two Last Friday programs, one on beekeeping and the other on the Presbyterian Church, slavery, and the Burwell School. The school is now fully staffed and has seen increased traffic on social media.

3. Hillsborough Arts Council Q1 Contracted Services Report

Iva Beveridge, Program and Marketing Director, and Chelsea Maier, council board member, summarized the council's activities in the first quarter of FY22, which were also available in the agenda packet as a presentation. Beveridge described the council's programs for each Last Friday and Art Walk held in the quarter. She shared that the gallery and gift shop saw 3224 visitors in the quarter and that 74% lived outside of Hillsborough and 61% outside of Orange County. The shop had over \$14,000 in sales.

Beveridge noted the challenges with parking as attendance at Last Fridays and other popular events has grown. Hughes mentioned the possibility of having Chapel Hill Transit or Orange County run shuttles for events. Campbell offered to provide Beveridge with contacts but noted the challenge of motivating attendees to use a shuttle. Asked about last year's Solstice Lantern Walk, Beveridge said 3100 people registered for the event and between \$12,000 and \$13,000 was collected by inviting registrants to make a \$5 donation. Hughes recommended a free fundraising platform, Zeffy, that the Orange County Historical Museum now uses.

4. Orange County Historical Museum Q1 Contracted Services Report

Catie Atkinson, site manager of the museum, summarized activities in the first quarter of FY22, which were also available in the agenda packet as a presentation. She reported that the museum had 750 on-site visitors, 447 attendees at programs and events, and 114 students and teachers attend field trips, for a total of 1,311 people served this quarter, an 80% increase over the first quarter last year. She described two especially well-attended programs: the screening of a documentary film on the closing of Central High and the Collecto-con 2-day celebration. She also shared that Courtney Smith, Exhibits and Program Coordinator at the school, gave several well-received talks in the community about the Declaration of independence.

5. Action items

A. 2024 Tourism Board Schedule

Discussion whether to hold meetings in January and July of 2024.

Motion: Pace moved to hold no meetings in January and July of 2024. Pruitt seconded.

Vote: 6-1 Nays: Caton

B. Reappointment of Pace and Caton for another term.

Motion: Pruitt moved to appoint Pace for another term. Hupp seconded.

Vote: 7-0

Motion: Pace moved to appoint Caton for another term. Pruitt seconded.
 Vote: 7-0

6. Monthly reports and comments

A. Tourism Staff Report, Visitors Center Updates, & OC Visitors Bureau Updates

Campbell told board members they may be receiving a survey soon from the Orange County Visitors Bureau. It's intended to help determine what the strengths, weaknesses, opportunities, and threats are for tourism in the county. She said food and beverage tax numbers for the first and second quarters in 2022 will be available in January and will be included in the packet for the February meeting.

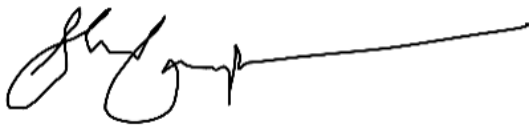
B. Board comments and updates

Hughes praised Czechlewski for organizing a successful Christmas holiday parade. Czechlewski said he thought the parade had a record attendance this year. He added there were 87 entries in the parade, compared to 75 the previous year, over 1800 parade participants, and 650 runners in the race. He briefly described some of the logistical challenges to organizing the parade. Campbell noted that out-of-town observers had remarked on how well organized the event was.

7. Adjournment

Motion: Czechlewski moved to adjourn the meeting at 6:38 p.m. Hupp seconded.
 Vote: 7-0

Respectfully submitted,



Shannan Campbell
 Planning and Economic Development Manager
 Staff support to the Hillsborough Tourism Board

Approved: Month X, 202X



STAFF REPORT
Hillsborough Tourism Board
February 5, 2024

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: Grant Scoring Guide for FY25

Attachments:

1. Updated draft Scoring guide for FY25

Background:

In 2015 the Tourism Board moved from having only one method of funding (grants) to having three methods of funding (grants, contracts, special projects/partnerships) in order to fund different kind of projects/programs/and operations that supported the overall tourism program. The Tourism Board identified that it was asked, from what are now contract partners, for roughly the same amounts of money year over year for the same projects/programs/operations year over year. The board identified that it wanted a structured traditional competitive grant program for new/innovative ideas to start new events or projects as well as a way to be nimble and fund smaller asks that pop up through the year (special projects/partnerships). They also determined that asking the historic sites and the Alliance to apply for a competitive grant program every year was not the most effective and that these relationships should transition to contracts for tourism services.

The Tourism Board has been perfecting all three of these funding processes over the years to see what works, what doesn't, and what kind of questions and reporting should be provided in order to ensure that the tourism funds are being spent effectively to grow tourism in town.

Summary, key points, and questions:

- A lot of feedback was received on how to make the scoring guide easier for those applying for grants to understand what the Tourism Board is looking for in their ideas/projects/events and also what the Tourism Board should be using to guide their scoring of grants. Key changes included: narrowing scores from 1-8 to 1-5, weighing scoring areas such as 'tourism impact' heavier than areas such as 'general information and description' and simplifying the language under each score giving an outline of what is 'excellent' vs. 'insufficient'.

Staff recommendation and comments:

None. Staff is open to hearing any additional feedback/changes needed and making them before grants open.



DRAFT UPDATED Hillsborough Tourism Board 2024 Grant Scoring Guide (FY25)

Grant Application Area Being Evaluated	Weight	OVERALL SCORE NUMBERS AND DEFINITIONS				
		5- Excellent	4- Good	3- Average	2- Needs Improvement	1- Insufficient
General Information and Description	5%	Description of the project is clear, concise, and easy to understand.	Description of the project is clear and most aspects can be understood.	Description does not fully explain or articulate the project.	Description is difficult to understand and hard to follow.	The applicant did not provide sufficient information such that it could be scored alongside other projects.
Tourism Impact	50%	A positive impact to tourism in Hillsborough is clearly defined. Partnerships with other organizations are businesses are clearly defined and explained. A tourism objective is identified, and it is clearly being achieved by this project.	A positive impact to tourism in Hillsborough is loosely defined. Partnerships with other organizations and businesses are outlined loosely. A Tourism objective is identified and is generally being met.	A positive impact to tourism in Hillsborough is not entirely clear. Partnerships with other organizations and businesses have not been thoroughly explored. A Tourism objective is identified and the project loosely meets it.	It is not clear what the project goal is and/or project will have little or no positive impact to tourism in Hillsborough. Partnerships with other organization and businesses are not well planned or established. A Tourism objective is not identified, and/or it is not clearly being met.	The applicant did not provide sufficient information such that it could be scored alongside other applications.
Sustainability & Marketing	35%	The applicant has a clear and concise plan for long-term sustainability and a well-defined and innovative marketing plan.	The applicant has strategies for developing long-term sustainability and a good plan for how to market the project locally and regionally.	The project applicant has considered sustainability and/or future impacts but does not clearly outline how it will be achieved and does not have a strong plan for local and regional marketing.	It is not clear how the project applicant intends for the project to become sustainable and/or be impactful in the future. There is little to no explanation on how the project will be marketed.	The applicant did not provide sufficient information such that it could be scored alongside other applications.
Proposed Budget & Financing	10%	The project budget has no mathematical mistakes, line items and dollar amounts are reasonable, and the project match is clearly met or exceeded and outlined in the budget.	The project budget has little to no mathematical mistakes, line items and dollar amounts are reasonable, project match is met and outlined in the budget.	The project budget has a few mathematical mistakes, line items and dollar amounts don't always align, the project match is met correctly the way it is outlined in the budget.	The project has numerous mathematical mistakes, line items and dollar amounts do not make sense, it is unclear whether or not the project match is being met as outlined in the budget.	The applicant did not provide sufficient information such that it could be scored alongside other applications.



Proposed FY 2025 Grant Cycle Schedule

Open Grant Cycle: Monday February 26, 2024 at 8am

Open for 5 weeks

Grants DUE: Friday April 5, 2023 at 5pm

Board Member Online Scoring: April 15-April 26, 2024 (2 weeks)

Top Scoring Grants Reviewed/Discussed: May 6, 2024 at 5:30pm (Regular Tourism Board Meeting)

Final FY25 Budget Adoption (to include grant awards): Monday June 3, 2024 5:30 pm



STAFF REPORT
Hillsborough Tourism Board
February 5, 2024

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: Tourism Board Contract Scopes for FY25

Attachments:

1. Alliance Scope of Work (Visitors Center & Visitors Services)
2. Burwell School Scope of Work (Operations, Events, & Visitors Services)
3. OC Museum Scope of Work (Operations, Events, & Visitors Services)
4. HAC Scope of Work (Events & Visitor Services)
5. Chamber Scope of Work (Events & Visitor Services)

Background:

In 2015 the Tourism Board moved from having only one method of funding (grants) to having three methods of funding (grants, contracts, special projects/partnerships) in order to fund different kind of projects/programs/and operations that supported the overall tourism program. The Tourism Board identified that it was asked, from what are now contract partners, for roughly the same amounts of money year over year for the same projects/programs/operations year over year. The board identified that it wanted a structured traditional competitive grant program for new/innovative ideas to start new events or projects as well as a way to be nimble and fund smaller asks that pop up through the year (special projects/partnerships). They also determined that asking the historic sites and the Alliance to apply for a competitive grant program every year was not the most effective and that these relationships should transition to contracts for tourism services.

The Tourism Board has been perfecting all three of these funding processes over the years to see what works, what doesn't, and what kind of questions and reporting should be provided in order to ensure that the tourism funds are being spent effectively to grow tourism in town.

Summary, key points, and questions:

- Last year the Tourism Board contracted with the Hillsborough Arts Council to expand their contract to paying for some additional staffing and misc costs of the Gallery and Giftshop (\$5,000). Does the board want to include this in the scope or wait and see if the HAC asks for this support again and have that conversation with them at the next meeting during contract presentations?
- Last year the Tourism Board extended a contract for the first time to the Chamber of Commerce to run the holiday parade and tree lighting (\$10,000). Is it the intent of the Tourism Board to

extend this contract again (and if so, does the attached scope of work meet the intent of the board)?

Staff recommendation and comments:

Staff needs direction on the above questions to best advise contract partners on how to prepare their scope of work contract responses and budgets for FY25.



FY 2025 Contract Scope of Work Update Hillsborough Tourism Board

Hillsborough Chamber- Visitor Services & Events

The Hillsborough Tourism Board is requesting a proposal to contract with the Hillsborough/Orange County Chamber of Commerce to continue to hold tourism generating events as outlined below:

Hillsborough Holiday Parade & Tree Lighting Event

- Hold the annual Holiday parade, annually on the first Sunday of December in the Town of Hillsborough.
- Plan, organize, and execute a holiday parade in Downtown Hillsborough to include a minimum of 50 decorative floats and walking entertainment acts. Parade should include VIPs and local celebrities that serve as a draw for the event.
- Plan, organize, and execute a holiday tree lighting on the Old Courthouse Lawn including entertainment acts, and food/beverage options.
- Event hours of approximately 4:00pm-7:30pm. Additional four hours that day is also necessary to facilitate and manage the lineup of all participants.
- Get local event permits including obtaining port-a-potties, handwashing stations, police support, road closures, and sound systems to support the event operations.
- Recruit volunteers where possible to help with event administration.
- Development and distribution of an event map in print in .PDF format that indicates the locations of parking, entertainment acts, and various event features
- Provide a component of the event in West Hillsborough or include West Hillsborough in a meaningful way.
- Coordination and location of any vendors to support the event.
- Registration and coordination of parade participants and floats, including lining up the parade, executing the parade, and coordinating any clean-up.
- Coordination of Downtown and West Hillsborough businesses to sync hours of operations with the parade, where possible.
- Coordinate with other nearby venues, historic sites, and cultural centers to coordinate other parade event elements.
- Explore creative ways to raise additional funds to sponsor the parade such as having vendor space on the courthouse lawn, engage local businesses for sponsorships, and other ideas and opportunities as they present themselves.
- On-going local and regional promotions and marketing of the Hillsborough Holiday Parade & Tree Lighting as well as promotion of the Hillsborough Hometown Holiday Festival throughout the month of December.

General

- Inclusion and acknowledgement of Tourism Board's support of the Hillsborough/Orange County Chamber of Commerce and the events listed above by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.
- Quarterly Activity Report to the Tourism Board in person by a Chamber Staff Member, board member, or other volunteer indicating the planning for the event, any plans or developments that would

increase the number of visitors or enhance the event, and any planned improvements or changes to the event.

- Quarterly Communications Report to the Tourism Board in person by Chamber Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that month/quarter, any recent publications or press involving the events supported, any special event expansion or plans, any social media activity or updates, and activity regarding any fundraising.
- Provision of promotional materials to the general public including printed maps, brochures or rack cards, emailed newsletters, and other materials provided at the Chamber offices.
- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the Chamber offices in order to assist the Visitors Center and Tourism Program with providing resources for visitors.
- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.
- Participation in other Tourism Program sponsored events and programs, where feasible.

FY 2025 Contract Scope of Work Hillsborough Tourism Board Alliance for Historic Hillsborough- Visitors Services & Visitors Center Operations



The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Alliance for Historic Hillsborough to continue to operate the Hillsborough Visitors Center on a regular, on-going basis and to include the following activities:

General Visitors Center Administration and Operations:

- Administer and manage the Hillsborough Visitors Center building/property and create a welcoming and interesting Visitors Center experience
- Free general admission to the Visitors Center/Alexander Dickson House
- General admission hours of operation, seven days a week:
Monday-Friday 10am-4pm
Saturday 10am-4pm
Sunday 12pm-4pm; with extended hours (if needed) for the following Special Events:
Revolutionary War Living History Day
Last Fridays and Artwalk
- Hosting on the grounds or inside of the Visitors Center a minimum of 5 special events per year that highlight the Visitors Center/Alexander Dickson House and support the Tourism Program, either during or outside of, regular hours of operation
- Work with tourism partners in Hillsborough to coordinate programming and special projects at various sites and for special events
- Greet visitors to the Hillsborough Visitors Center and provide recommendations on things to do, places to eat, where to stay and other visitor services
- Staff the Hillsborough Visitors Center with well-trained and friendly paid personnel and volunteers
- Recruit, train, coordinate and supervise volunteers at the Visitors Center
- Answer inquiries in person, or via phone, email, mail, or other digital/social media
- Work with Tourism Board staff to stock, promote, and manage Hillsborough Visitors Center gift shop
- Respond to requests for visitor information packets as needed
- Provide general financial management and oversight of the Visitors Center Operations, including maintaining a detailed Visitors Center Operations budget including revenues and expenditures.
- Provision of an adequate supply of visitor services materials to the general public at the Visitors Center including:
 - o Printed brochures and/or rack cards for all attractions, tours, and events going on in the Hillsborough area
 - o Hillsborough, NC Official Visitors Maps & Guides
- Inclusion and acknowledgement of Tourism Board's support of the Hillsborough Visitors Center by use of Hillsborough Tourism logo on all printed and promotional material produced for special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.

- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.

Marketing:

- Inform visitors about restaurants, attractions, hotels, inns, and other commercial service providers and retailers using the Hillsborough Tourism Program brand standards, logos, and taglines
- Coordinate with Tourism Board Staff, Tourism Board, and Tourism Development Authority to develop and manage an active tourism marketing program to promote Hillsborough, its assets, attractions, and activities locally, statewide, and nationally;
- Work with Tourism Board Staff to develop and implement an annual tourism marketing plan that includes a variety of print and digital media;
- Collaborate with the Chapel Hill/Orange County Visitors Bureau on relevant marketing campaigns;
- Work with Tourism Board Staff to coordinate, maintain, and regularly update the visithillsboroughnc.com website and applicable social media channels;
- Maintain and update a community-wide, tourism-related calendar of events on visithillsboroughnc.com and encourage partners to add events to it
- Develop and publish a monthly e-newsletter highlighting all of the tourism related events and special programs that would draw visitors into town
- Develop and publish a monthly calendar of event highlights for town map kiosks
- Distribute literature in bulk to regional welcome centers and transportation centers
- Provide an adequate supply of visitor materials to other visitor services displays and locations in the area including but not limited to: Riverwalk, OC Sportsplex, Orange County Historical Museum, Burwell School, Ayr Mount, Occoneechee Speedway, OC Visitors Bureau
- Create and distribute news releases from the Visitors Center highlighting events, programs, or improvements in town that would be of interest to tourists;
- Cultivate contacts with professional tour and out-of-county groups, travel writers, and meeting planners
- Market to and assist business, educational, family, and wedding groups with itinerary planning, hotel bookings, and other services to encourage group visitation

Reporting:

- Quarterly Executive Director's Report to the Tourism Board in person by an Alliance Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, any plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the Visitors Center or its exhibits/offering.
- Quarterly Communications Report to the Tourism Board in person by an Alliance Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that quarter, any recent publications or press involving the site, any special event expansion or plans, any social media activity or updates, and activity regarding the gift shop sales and management.

- Final fiscal year data report including the total number of visitors to the Visitors Center, social media data, e-newsletter data, website visitor data, and other pertinent information needed to demonstrate the effectiveness of the Visitors Center.

FY 2025 Contract Scope of Work Update Hillsborough Tourism Board



Orange County Historical Museum- Visitor Services

The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Historical Foundation of Hillsborough & Orange County to continue to operate the Orange County Historical Museum on a regular, on-going basis and to include the following activities:

- Free general admission to the museum and exhibits (permitted ticketing for certain special events and exhibits)
- Minimum Hours of Operation from:
Wednesday-Saturday 11am-4pm
Sunday 1pm-4pm; with extended hours (if needed) for the following Special Events: Last Fridays and Artwalk and Revolutionary History War Living History Day
*Preference to keep regular Saturday 11am-4pm and Sunday 1pm-4pm hours through the winter months (Please indicate in the budget and/or narrative the approximate cost of operations to do this for FY22 keeping in mind staffing and utilities, in its own line item.)
- Coordination of a minimum of 5 special events per year that highlight the museum, either during or outside of, regular Hours of Operation. Please outline in scope of work response what these are planned to be.
- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.
- Quarterly Executive Director's Report to the Tourism Board in person by an OC Historical Museum Staff Member, board member, or other volunteer indicating the events that occurred in the quarter being reported on, any planned upcoming events, number of visitors to the museum for the quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the museum or its exhibits.
- Quarterly Communications Report to the Tourism Board in person by an OC Historical Museum Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that month/quarter, any recent publications or press involving the site, any special event expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program or fundraising.
- Provision of promotional materials to the general public including printed museum brochures or rack cards, emailed newsletters, and other museum materials provided both at the museum and to the Hillsborough Visitors Center, Hillsborough Chamber, and Orange County Visitors Bureau.
- Inclusion and acknowledgement of Tourism Board's support of the Orange County Historical Museum by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as

promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.

- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the site in order to assist the Visitors Center and Tourism Program with providing resources for visitors.



FY 2025 Contract Scope of Work Update Hillsborough Tourism Board

Hillsborough Arts Council- Visitor Services & Events

The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Hillsborough Arts Council to continue to hold tourism generating events as outlined below:

Hillsborough Solstice Lantern Walk? Add for FY25?

Hillsborough Last Fridays and Art Walk

- Hold live entertainment at various downtown/West Hillsborough locations on the last Friday of the Month from March-October with key festival months being April-September for a minimum of two (2) hours
- Festival hours of approximately 6:30pm-9:30pm
- Obtain local permits, port-a-potties, handwashing stations, police support, stages and/or sound systems to support the event operations
- Recruit volunteers where possible to help with event administration
- Development and distribution of an event map that indicates the locations of parking, music, and various event features
- Provide a component of the event in West Hillsborough or include West Hillsborough in a meaningful way
- Coordination and location of vendors
- Coordination and location of visual arts installations, displays, and/or performers
- Coordination of Downtown and West Hillsborough businesses to sync Friday Night hours of operations with the festival
- Coordinate with other nearby venues, historic sites, and cultural centers to also provide festival elements and sync Friday Night hours of operations with the festival
- On-going local and regional promotions and marketing of Last Fridays and Art Walk
- Hold an art walk that is free and open to the public on the last Friday of the month, every month
- Art walk hours of approximately 6-9pm
- Recruit volunteers where possible to help with event administration
- Develop and distribute an Art Walk map that indicates the locations of parking, art walk locations, and other important information
- Provide a component of the Art Walk event in West Hillsborough and try to include West Hillsborough businesses
- Coordination of art walk locations and encourage art gallery and local business participation
- Provide clear, visible art walk signage for art walk locations
- Coordinate and encourage other nearby venues, historic sites, and cultural centers to participate in the art walk
- Coordination of Downtown and West Hillsborough businesses to sync Friday Night hours of operations with the art walk
- On-going local and regional promotions and marketing of the Art Walk

Hillsborough Handmade Parade (off-year expenses/planning & year of execution)

- Hold the handmade parade, bi-annually, in October on a Sunday in even years in the Town of Hillsborough
- Obtain local permits, port-a-potties, handwashing stations, police support, road closures, and/or sound systems to support the event operations
- Recruit volunteers where possible to help with event administration
- Hold local workshops to encourage parade participation and handmade puppet making
- Store and transport large scale puppets to and from the parade route
- Update and refresh puppets that were in storage prior to the parade
- Provide local and regional promotions and marketing of the Handmade Parade in the months leading up to the event
- Explore creative ways to raise additional funds to sponsor the parade such as having vendor space on the courthouse lawn, engage local businesses for sponsorships, and other ideas and opportunities as they present themselves

General

- Inclusion and acknowledgement of Tourism Board's support of the Hillsborough Arts Council and the programs/events listed above by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.
- Quarterly Activity Report to the Tourism Board in person by an Arts Council Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the events supported for that quarter, plans to increase the number of visitors or enhance an event for the next quarter, and any planned improvements or changes to the Arts Council's Gift Shop or upcoming events.
- Quarterly Communications Report to the Tourism Board in person by an Arts Council Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that month/quarter, any recent publications or press involving the events supported, any special event expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program or fundraising.
- Provision of promotional materials to the general public including printed maps, brochures or rack cards, emailed newsletters, and other materials provided both at the Arts Council Gift Shop and to the Hillsborough Visitors Center, Hillsborough Chamber of Commerce, and Orange County Visitors Bureau.
- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the Hillsborough Arts Council Gift Shop in order to assist the Visitors Center and Tourism Program with providing resources for visitors.
- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.
- Participation in other Tourism Program sponsored events and programs, where feasible.



FY 2025 Contract Scope of Work Update

Hillsborough Tourism Board

Burwell School Historic Site- Visitor Services

The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Historic Hillsborough Commission to continue to operate the Burwell School Historic Site on a regular, on-going basis and to include the following activities:

- Free admission to the site
- Minimum Hours of Operation from:
Wednesday-Saturday 11am-4pm
Sunday 1pm-4pm; with extended hours for the following Special Events: Last Fridays and Artwalk and Revolutionary History War Living History Day
*Preference to keep regular Saturday 11am-4pm and Sunday 1pm-4pm hours through the winter months (Please indicate in the budget and/or narrative the costs of operations to do this for FY24 keeping in mind staffing and utilities, in its own line-item)
- Minimum of 1 free guided tour per day (30 – 40 minutes) during regular Hours of Operation Wednesday-Sunday
- Coordination of a minimum of 5 special events per year that highlight the historic site, either during or outside of, regular Hours of Operation
- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.
- Quarterly Executive Director's Report to the Tourism Board in person by a Burwell School Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the historic site.
- Quarterly Communications Report to the Tourism Board in person by a Burwell School Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that month/quarter, any recent publications or press involving the site, any special events expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program.
- Provision of materials to the general public including printed site brochures or rack cards, emailed newsletters, and other site materials provided both at the site and to the Hillsborough Visitors Center and Orange County Visitors Bureau.
- Inclusion and acknowledgement of Tourism Board's support of the Burwell School by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.
- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the site in order to assist the Visitors Center and Tourism Program with providing resources for visitors.

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

Month	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	% 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	37%	\$10,917.29
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	30%	\$1,362.82
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	-26%	-\$707.59
October	\$29,910.50	\$30,910.25	\$31,212.46	\$32,507.15	\$32,439.75	\$42,225.31	\$47,306.55			
November	\$28,563.38	\$28,064.84	\$27,845.69	\$32,791.66	\$26,556.92	\$33,296.27	\$38,487.16			
December	\$29,221.43	\$33,632.97	\$34,700.52	\$35,102.52	\$32,051.89	\$32,841.50	\$43,540.72			
January	\$24,142.18	\$24,189.98	\$30,528.22	\$33,471.34	\$27,658.67	\$31,213.91	\$35,566.32			
Feburay	\$26,610.30	\$29,746.09	\$27,012.88	\$27,360.99	\$27,666.32	\$33,829.54	\$45,426.08			
March	\$31,319.16	\$35,203.76	\$32,737.49	\$26,125.77	\$33,038.95	\$36,250.16	\$39,965.61			
April	\$28,317.73	\$31,415.35	\$31,713.63	\$27,325.30	\$34,293.11	\$44,108.70	\$46,018.28			
May	\$33,371.01	\$31,731.17	\$31,266.83	\$26,026.84	\$34,501.60	\$41,870.82	\$43,563.55			
June	\$29,256.32	\$35,870.73	\$31,034.18	\$27,227.52	\$33,630.05	\$39,865.00	\$38,687.15			
YTD total	\$347,192.28	\$373,086.95	\$372,285.62	\$365,687.23	\$368,704.90	\$438,702.33	\$502,195.08	\$135,206.18		\$11,572.52