

Agenda

Tourism Board Regular Meeting

5:30 PM August 05, 2024

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



1. **Call to order**
2. **Agenda changes and approval**
3. **Presentations**
 - [A.](#) Alliance (Visitors Center) Q3 & Q4 Report
 - [B.](#) Burwell School Q3 & Q4 Report
 - [C.](#) Hillsborough Arts Council Q3 & Q4 Reports
 - [D.](#) OC Historical Museum Q3 & Q4 Reports
4. **Monthly reports and comments**
 - A. Contract partner report frequency?
5. **Adjournment**

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

101 E. Orange St., PO Box 429, Hillsborough, NC 27278
919-732-1270 | www.hillsboroughnc.gov | @HillsboroughGov
www.visithillsboroughnc.com | @HillsboroughNC

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: The Alliance for Historic Hillsborough		
Contract Contact Person and Title: Amanda Boyd		
Contact Person Email: Director@historichillsborough.org	Contact Person Phone: 919-732-7741	
Organization Street Address: 150 E King		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 246,548		
Contract General Information		
Contract Quarter for Report: Q3 January - March 2024	Amount of Contract Funding: \$ 229,169.98	

Outline/Overview of this quarter's tourism events/programs/activities:

Throughout the fourth quarter, the Alliance for Historic Hillsborough performed the duties as outlined in the FY2024 Contract Scope of Work.

- We managed the Visitors Center, ensuring that it was open, free to the public, and staffed with paid personnel and well-trained volunteers. We are open seven days a week, Monday- Saturday, 10-4, and Sunday, 12-4. At the Visitors Center
- we ensure that visitors receive recommendations on things to do, places to eat, where to stay, and any literature and visitor services materials they may need.
- Staff and volunteers also answer inquiries in person or via phone, email, mail, or through digital and social media, and we actively stock, promote, and manage the Hillsborough Visitors Center gift shop.

Visitors Greeted

- January: 154
- February: 208
- March: 304

Events Hosted in Q3

- Small Town USA - Duke Photography Class with Jenn Weaver and Mayor Bell
- Black History Month collaboration with the OC Public Library - Docuseries showing of Black churches
- Alliance co-hosted a discussion panel with our Telling the Full Story committee members at the Library regarding docuseries showing
- Walking tour season began in March

Much of our time spent in Q3 is spent planning and finalizing for the upcoming events and festival season. Along with the large community events hosted by the Alliance, we are also responsible for promoting all Hillsborough-focused events. This means that along with outlining details for Alliance-centered events (Rev War Day, Excursion Day, Outlandish), we also focus on meeting with organizers of River Park Concert, Handmade Parade, Hog Day, Antique Festival, Flushfest to ensure that we are helping to promote all opportunities for people to experience Hillsborough via the Visit Hillsborough initiatives.

Please explain how the organization successfully promoted tourism in Hillsborough:

The Alliance worked with Tourism Board staff to implement our tourism marketing program. Our work also included

- Maintained the tourism website
- Managing and implementing marketing strategies for social media channels
- Publishing a monthly e-newsletter
- Highlighting tourism-related events and special programs
- Creating a monthly calendar of events for town map kiosks.

Tourism Programs we supported during Q3

- Gerald Shanklin’s exhibit and speaking event at the OCHM
- The Alliance facilitated additional conversations between the state’s A250 team and county stakeholders
- Burwell’s Behind the Scenes series - the Alliance helped to spread awareness of the event via community calendar postings and joint marketing efforts via AHH and Visit Hillsborough channels.
- Burwell’s Keckly Quilting event
- OBSN village workdays

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 191 (25%)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 575

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):

We measure residents and tourists who come to the Visitors Center through our sign-in sheets and by doing a physical headcount. We measure program attendance through Eventbrite, which counts registrants, and through Zoom, which measures attendees.

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

Typically, we collaborate with Shannan Campbell and the TDA to cross-promote or assist in highlighting the potential for weekend stays. It is well known that Q3 is a slower time for tourism promotion, so we focused on our messaging on social media. We created a winter bucket list that encouraged visitors to explore all facets of Hillsborough and did numerous callouts, plus a feed re-share, of the Colonial Inn.

As this time of year is always slower, we hope to brainstorm additional ways to entice visitors to explore our town through social media efforts and potential influencer collaborations.

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

See more details in Q3 Events Details - The Alliance continues to reach out to businesses, historic partners, and other local organizations to assist in the marketing and promotion efforts in various ways. Our main focus for 2023-2024 is to develop creative content that helps to diversify our online audience on our current social media platforms. We also work diligently to source new opportunities to spotlight Hillsborough, which include native articles, unique publications, and additional promotional features. This quarter included

- Triangle Weekender Ad for print publication 2024-2025
- Raleigh Magazine Event Preview edition for 2024 events - print and digital half page ad
- WHUP seasonal messaging

Please calculate the overall economic impact of any events/programs held this quarter (if applicable):NA

How many volunteers did the contract partner utilize this quarter: 8

How many volunteer hours were logged at the contract partner for this quarter: 134

Quarterly Reflections

Please explain some ‘successes’ this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

Successes:

- Onboarding Kelly Arnold, our new Programs Coordinator
- Installing the town sign and first two interpretive signs at the Replica Village
- Collaborating with the OC Library for the docuseries showing
- Establishing additional connections for the NC A250 celebrations and initiatives
- Beginning to develop phase two for the Telling the Full Story project
- Finalizing digital lesson plans for heritage education resources

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):

Roadblocks:

- We had to adjust our anticipated programming schedule to accommodate the planning of the Outlandish Hillsborough Scottish Festival, the launch of our new West Hillsborough Walking Tour, and the organization of the Preservation Tour. To produce well-organized and effective community events the Alliance chose to remove a couple of the smaller programs we had initially set to host, such as weekday walking tours and our virtual lunch-and-learn series.
- The state’s A250 wayside signage project guidelines have since changed from our initial meetings with the state representatives. Our staff was able to sit down with the A250 reps once again to learn about the new initiatives and walk through the grant funding opportunities. Grant funding applications for both county and community were not made available until early March, with a deadline of May 3rd. The Alliance worked with OC stakeholders to outline a proposal that included wayside signage for Hillsborough and will have updates on specifics for Q4.

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 quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

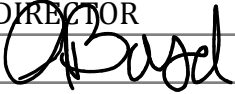
FY24 Advertising and Marketing Plan for Q4 included

- Radio
 - WHUP seasonal ad (purchased by TDA, managed by AHH)
- Print
 - Raleigh Mag Events Preview - Half page ad (purchased by TDA, Managed by AHH)
 - Triangle Weekender ad
- Social
 - Winter Bucketlist
 - Highlight on Colonial Inn

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

Our goal for this current fiscal year is better our current income sources such as history tours, specialty tours, bus tours, field trips, and virtual scholarly educational content. As we partner and support the other historic sites and community organizations in Hillsborough, we are careful not to pull attention with bold fundraising initiatives but instead, we are striving to expand and perfect the niches that are a strong suit to the Alliance. As mentioned before, we have seen a growth in history and are quickly finding ways to combine our focus on tourism/visitor services, heritage education, and preservation. Bettering these programs will help us to focus on continued growth and better understand how we can continue to support the development of our partners.

The Alliance also provides donation opportunities on our website and during all free programming. Since much of our programming is collaborative, we hope folks remember that a certain percentage of proceeds are, at times, donated back to our partners so we can all continue to work together, delivering quality content and curated experiences.

Signatures	
I hereby certify that the information contained in this quarterly 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: 	Date: 4.29.2024
Printed Name: Amanda Boyd	
BOARD CHAIRPERSON	
Signature:	Date:
Printed Name:	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: The Alliance for Historic Hillsborough		
Contract Contact Person and Title: Amanda Boyd		
Contact Person Email: Director@historichillsborough.org	Contact Person Phone: 919-732-7741	
Organization Street Address: 150 E King		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 246,548		
Contract General Information		
Contract Quarter for Report: Q4 April - June 2024	Amount of Contract Funding: \$ 229,169.98	

Outline/Overview of this quarter's tourism events/programs/activities:

Throughout the fourth quarter, the Alliance for Historic Hillsborough performed the duties as outlined in the FY2024 Contract Scope of Work.

- We managed the Visitors Center, ensuring that it was open, free to the public, and staffed with paid personnel and well-trained volunteers. We are open seven days a week, Monday- Saturday, 10-4, and Sunday, 12-4. At the Visitors Center
- we ensure that visitors receive recommendations on things to do, places to eat, where to stay, and any literature and visitor services materials they may need.
- Staff and volunteers also answer inquiries in person or via phone, email, mail, or through digital and social media, and we actively stock, promote, and manage the Hillsborough Visitors Center gift shop.

Visitors Greeted

- April : 1174
- May : 592
- June: 321

Events Hosted in Q4

- Revolutionary War Living History Day
- Excursion Day
- Juneteenth Black History Walking Tour Collaboration
- Telling the Full Story Community Kickoff

Q4 was busy! We hosted our annual Revolutionary War Living History Day, which welcomed over 1000 people to the Dickson House Grounds. Being able to extend the program to partner with OBSN for a Living History and Heritage Day at the Replica Village added significant value. Partner sites who participated also saw a rise in attendance with the Burwell School welcoming 302 participants and the Museum hosting 150 visitors. Our third annual Excursions Day was held in May, hoping to see a better turnout. We continue to face challenges with this event for various reasons and plan to adjust our focus in 2025.

Working with community partners and our Telling the Full Story committee, the Alliance was proud to once again facilitate a Black History Walking Tour with Judge Beverly Scarlett and the Orange County Public Library. This tour continues to bring great awareness to Hillsborough's heritage and is a popular tour. The Telling the Full Story continued the Juneteenth celebration by inviting the community to celebrate this amazing project and honor the committee members who were awarded the Governor's Award for their volunteer work. Held at Dickerson Chapel, the Alliance welcomed 105 attendees.

Please explain how the organization successfully promoted tourism in Hillsborough:

The Alliance worked with Tourism Board staff to implement our tourism marketing program. Our work also included

- Maintained the tourism website
- Managing and implementing marketing strategies for social media channels

- Publishing a monthly e-newsletter
- Highlighting tourism-related events and special programs
- Creating a monthly calendar of events for town map kiosks.

Tourism Programs we supported during Q4

- River Park Concert
- MHA Conference
- Burwell Gala in May
- Chambers Ladies Night Out
- OCHM Road to Brown in June
- Flush Fest in June
- OCPL Juneteenth Celebration
- Handmade Parade
- First and Last Fridays
- OBSN village workdays

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 521 (25%)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 1565

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):

We measure residents and tourists who come to the Visitors Center through our sign-in sheets and by doing a physical headcount. We measure program attendance through Eventbrite, which counts registrants, and through Zoom, which measures attendees.

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

N/A

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

See more details in Q4 Events Details - The Alliance continues to reach out to businesses, historic partners, and other local organizations to assist in the marketing and promotion efforts in various ways. Our main focus for 2023-2024 is to develop creative content that helps to diversify our online audience on our current social media platforms. We also work diligently to source new opportunities to spotlight Hillsborough, which include native articles, unique publications, and additional promotional features. This quarter included

- My Tarheel Adventure Youtube feature
- Raleigh magazine Ads River Park and Handmade Parade
- Our State Feature Article: Eat and Drink your way through HB
- Raleigh Observer: Dickerson Chapel Feature
- WUNC radio River Park and Handmade Parade and Flushfest
- Kate Hikes NC Reel - Influencer Collabs
- Raleigh Mag general Events ad
- WHUP seasonal messaging

Please [calculate the overall economic impact](#) of any events/programs held this quarter (if applicable):NA

How many volunteers did the contract partner utilize this quarter: 22

How many volunteer hours were logged at the contract partner for this quarter: 351

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

Successes:

- Dickson House repairs were completed
- Revolutionary War Day attendance was the highest it's been in four years
- Partnership with OBSN strengthens through programming and the Living History Day program
- Telling the Full Story community celebration turnout was incredible. The interest in the history, excitement for upcoming phases, and support of the committee was overwhelming.

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):

Roadblocks:

- Excursion Day continues to be a challenge in attendance.
- A250 grant awarding proved to be difficult.

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 quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

FY24 Advertising and Marketing Plan for Q4 included

- Radio
 - WHUP seasonal ad (purchased by TDA, managed by AHH)
 - WUNC ads for Handmade parade, River Park Concert, Flush fest
- Print
 - Raleigh Mag quarter page ad - general
 - Triangle Media featured post for Riverpark and Handmade parade
 - Raleigh Mag banner ads for River Park and Handmade parade
- Social
 - Youtube feature for My Tarheel Adventure
 - Kate Hikes NC collaboration reels x2 (day itinerary and foodie reel)

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

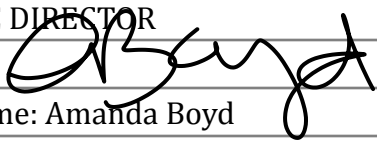
Our goal for this current fiscal year is better our current income sources such as history tours, specialty tours, bus tours, field trips, and virtual scholarly educational content. As we partner and support the other historic sites and community organizations in Hillsborough, we are careful not to pull attention with bold fundraising initiatives but instead, we are striving to expand and perfect the niches that are a strong suit to the Alliance. As mentioned before, we have seen a growth in history and are quickly finding ways to combine our focus on tourism/visitor services, heritage education, and preservation. Bettering these programs will help us to focus on continued growth and better understand how we can continue to support the development of our partners.

The Alliance also provides donation opportunities on our website and during all free programming. Since much of our programming is collaborative, we hope folks remember that a certain percentage of proceeds are, at times, donated back to our partners so we can all continue to work together, delivering quality content and curated experiences.

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Signatures

I hereby certify that the information contained in this quarterly 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: 	Date: 7.30.2024
Printed Name: Amanda Boyd	

BOARD CHAIRPERSON	
Signature:	Date:
Printed Name:	

CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information

Organization Name: **Burwell School Historic Site**

Contract Contact Person and Title: **Emma Vadney, Site Coordinator**

Contact Person Email: **burwellsc@gmail.com**

Contact Person Phone: **(919)732-7451**

Organization Street Address: **319 N Churton St**

City: **Hillsborough**

State: **NC**

ZIP Code: **27278**

Organization's Annual Operating Budget: **\$165,378.00**

Contract General Information

Contract Quarter for Report: **FY24 Q3&4 (Jan-June)**

Amount of Contract Funding: **\$42,500**

Outline/Overview of this quarter's tourism events/programs/activities:

The Historic Hillsborough Commission was pleased to present the following events & programs in collaboration with various local partners in the 3rd quarter of FY24:

January 2024

- **Behind the Scenes: The Memoirs of Elizabeth Keckly, James Still, and Henry Ossian Flipper – January 13** We hosted the first of our 2 lectures in a series focused on Elizabeth Keckly. Dr. William Andrews of UNC Chapel Hill presented a program at the Hillsborough Presbyterian Church focused on slave narratives, including that of Elizabeth Keckly. Over 50 people attended this program, which was also recorded and made available on the BSHS YouTube channel.

February 2024

- **Documentary Screening with Cedar Grove Community Center – February 5** Burwell collaborated with the Cedar Grove Community Center, Representative Renee Price, and Dr. Iris Chapman to present the documentary "Closing of a School: The History and Legacy of Central High." Nearly 70 guests were in attendance. This was a wonderful way to kick off our Black History Month programming.
- **Patchwork Party – February 10** As part of our Black History Month programming, we offered an event tailored to children and families. Elizabeth Keckly was born in February and made multiple quilts in her lifetime, so we honored her skills by helping guests craft their own quilt square.
- **Behind the Scenes: Elizabeth Keckly: A Life in Counter-Narrative – February 24** We were fortunate enough to secure Dr. Sheila Smith-McKoy to present our Black History Month program at Mount Bright Baptist Church. She delivered a fascinating lecture on Elizabeth Keckly's *Behind the Scenes* and kindly signed copies of her published volumes. Several books were made available for sale, including *Behind the Scenes*, Judge Beverly Scarlett's latest works, and Reverend Dewey's book. 50 people attended this program.

March 2024

- **Hazards of Domesticity: The Eaton Affair and American Politics – March 10** Friend of the BSHS Dr. Sylvia Hoffert gave an engaging talk on the Eaton Affair in celebration of Women's History Month.

The Historic Hillsborough Commission was pleased to present the following events & programs in collaboration with various local partners in the 4th quarter of FY24:

April 2024

- **Revolutionary War Day – April 6** Rev War Day was a massive success once again this year, thanks to the efforts of the Alliance and all of our other partners. Burwell hosted demonstrators from Camp Flintlock and recorded a whopping 309 visitors.
- **Emancipation & Bennett Place – April 27** At the invitation of Bennett Place, Burwell attended the 159th anniversary program, which included an event commemorating emancipation in North Carolina. In collaboration with the Alliance, we presented a table with information about slavery in Hillsborough. We also lit luminaries in remembrance of Elizabeth Hobbs Keckly, Mary Ann, Hannah, Mitchell, and the other individuals enslaved by the Burwells. This was a wonderful opportunity to share our site's history with outside audiences.

May 2024

- **Derby Day Auction Gala – May 4** The Historic Hillsborough Commission once again hosted a successful auction gala. This year's event was themed around the Kentucky Derby and featured delicious food from Q Shack, tempting silent and live auction items from local businesses, and stunning decorations. We hosted approximately 140 guests at the Whitted Building in Hillsborough.
- **Excursion Day – May 18** The Burwell School remained open for guided tours on Excursion Day. Due to the proximity of the event to our gala, we were unable to plan any additional programming.

June 2024

- **Handmade Parade – June 1** The Burwell front lawn served as the staging ground for HAC's Handmade Parade this year. We loved getting to see all the creative puppets!
- **Melungeon Heritage Conference – June 21** The BSHS hosted the evening reception and trauma workshop for the Melungeon Heritage Conference. Many visitors remarked on the interesting history of the site and their desire to return in the future for a proper tour!

Please explain how the organization successfully promoted tourism in Hillsborough:

The Burwell School continues to promote tourism in Hillsborough by collaborating with local organizations, providing free site tours five days a week, and by increasing our online presence through digital communications and social media. Beyond our typical hours of operation, Burwell also hosted 5 programs/events, participated in 3 townwide events and 3 additional collaborative events, and partnered with sites such as Mount Bright and Bennett Place to engage new visitor bases.

Our greeters and staff continue to encourage all visitors to stop by the Hillsborough Visitor's Center and Gift Shop, the Orange County Historical Museum, Hillsborough Arts Council, and Ayr Mount, among other local sites and businesses. We also maintain marketing materials from many of our partner organizations and encourage visitors to take them to learn even more about Hillsborough.

Additionally, we have installed a bulletin board that features materials from partner organizations. Through our digital presence, we promote and interact with local sites and businesses. This includes reposts on social media and a section in our monthly newsletter that highlights events in the community that would be of interest to our audience.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 161 in Q3; 646 in Q4	Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 312 in Q3; 646 in Q4
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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):

Resident and tourist numbers are measured in several different ways:

1. Greeters and docents complete onsite sign-in and monitoring of walk-ins and individual tours.
2. Staff tracks group tours.
3. Staff and/or volunteers count attendees at free, in-person events.
4. Paid in-person event details are tracked by ticket sales and day-of registrations.
5. Online program details are tracked by ticket sales and day-of registrations.

The Burwell site had a total of 473 total visitors in Q3 and 1,292 visitors in Q4. Although some visitors choose to identify their home location when signing our guest book, we estimate the number of residents versus tourists, as not all visitors check in directly with the site. Additionally, many of our visitors come from nearby areas such as Chapel Hill and Durham. We continue to work to improve data collection for our events so we can more accurately report numbers of residents vs. tourists.

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

N/A

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

As a collaborative partner with the Alliance for Historic Hillsborough and the Orange County Historical Museum, we often assist in promoting and highlighting their events through our social media outlets, newsletters, or other marketing avenues. We continue to utilize both our Facebook and Instagram accounts as a way to promote additional Hillsborough business partners as well, such as the Hillsborough Arts Council, the Chamber of Commerce, etc. We have also implemented a community bulletin board as well as a partners' corner in our monthly newsletter. Our followers can view upcoming local events and business "shout-outs" via these avenues, helping spark an interest in other areas of Hillsborough. In Q3 and Q4, Burwell partnered with the Hillsborough Presbyterian Church, Cedar Grove Community Center, Mount Bright, the Alliance, Bennett Place, and the Hillsborough Arts Council to present programs and events. We utilized social media and in-person visits to inform local businesses of Burwell events, particularly using bulletin boards in businesses like Cup-a-Joe to display fliers alongside community postings.

Please calculate the overall economic impact of any events/programs held this quarter (if applicable):

How many volunteers did the contract partner utilize this quarter: **25 in Q3; 40 in Q4**

How many volunteer hours were logged at the contract partner for this quarter: **550 in Q3; 725 in Q4**

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

- **Burwell continues to host regular events and steady visitor numbers, setting yet another record with almost 1,300 visitors in Q4.**
- **Burwell was able to participate in multiple community events this quarter, including Revolutionary War Day and the Handmade Parade. We also collaborated with many organizations such as Bennett Place and Mount Bright this quarter. Additionally, we connected with other historical organizations such as the NC Museum of History through our group tour program. It has been wonderful to explore new partnerships and build on existing friendships. We look forward to continuing our involvement in the community and to establishing ourselves as a regular presence.**
- **We saw an increase in group tours, with 11 groups visiting Burwell between January and June. We connected with groups from Duke, the NC Museum of History, and the Carolina Friends School, among others.**
- **The annual auction gala was a success, surpassing our fundraising goal by a significant margin.**

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):

- **We continue to look to expand our volunteer base beyond our commissioners and our longtime dedicated volunteers. This is particularly important as we have ramped up our community presence with events and regular operating hours, which puts more strain on our current staff and volunteer base.**
- **Although we market our events to the best of our ability through the free avenues available to us, budget constraints limit our reach and therefore limit our potential attendance for events. We plan to continue hosting spectacular events and maximizing our social media presence in order to expand our reach and name recognition. Special thanks to the Alliance for their help in marketing Burwell programs whenever their budget allows!**

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 quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

We promote all of Hillsborough through our social media marketing and online newsletters. Our online presence continues to grow as we employ social media to keep our audience informed about everything Burwell has to offer. Regular content such as Trivia Tuesday and the Archive Spotlight has seen our online profile expand. We look forward to continuing to grow in this arena. It offers us a means of reaching our community in Hillsborough as well as potential visitors from across the globe.

We have increased efforts to promote the story of Elizabeth Keckly in our marketing. Anecdotes from visitors reveal that many either visit Burwell to learn about Mrs. Keckly or plan to return or recommend Burwell due to learning her story. Expanding our interpretive offerings makes Burwell a "new" and exciting place to visit for guests from all over.

We continue to utilize our social media to feature upcoming events in the area and share Hillsborough businesses' posts. We are excited to continue expanding our collaboration in the form of social media by cross-promoting events with other businesses and organizations.

In addition, we continue to send out monthly newsletters to promote Burwell events and maintain regular communication with our audience. Staff has expanded our newsletters 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 the readers, as well as helping establish a partnership among private and nonprofit organizations in Hillsborough.

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

The Burwell School hosted one large fundraising event these 2 quarters: the Derby Day Auction Gala. This is an annual event that returned in 2023 from a COVID-induced hiatus to great success. Our 2024 event was themed around the Kentucky Derby. We reached capacity in ticket sales and were able to double our fundraising goal.

Staff created and launched the Burwell Sustainer program. This allows donors to sign up easily to make monthly contributions in exchange for several perks, including a bumper sticker and priority access to ticketed events.

Finally, we continued to have success with our gift shop and group tours. We grossed \$1,700.37 over Q3 and Q4. We plan to continue building on our success by continuing to stock the gift shop with exciting items and reaching out to schools and other organizations for group tours.

The HHC Finance Committee, led by Treasurer Sharon Ringwalt, has voted to begin work on a longer-term financial plan for the Commission. A new committee will be formed for the purpose of developing this strategic plan.

Budget Adjustments (if applicable, do not include if there are no changes)

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		
1.	\$	\$	\$	
2.	\$	\$	\$	
3.	\$	\$	\$	
4.	\$	\$	\$	
5.	\$	\$	\$	
6.	\$	\$	\$	
7.	\$	\$	\$	
8.	\$	\$	\$	
9.	\$	\$	\$	
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 quarterly 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: **N/A**

Date:

Printed Name:

BOARD CHAIRPERSON

Signature: 

Date: **07/30/2024**

Printed Name: **Matt Hughes, Chair**

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:

Date: **11/27/23**

Printed Name: **Emma Vadney**

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: <ul style="list-style-type: none"> Heather Tatreau, Executive Director 		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-643-2500	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 395,000		
Contract General Information		
Contract Quarter for Report: 4th Quarter (April-June)	Amount of Contract Funding: \$7,125/Qtr	

Outline/Overview of this quarter's tourism events/programs/activities:

- HAC Gallery & Gift Shop (G&GS): Open 6 days/week: Tues-Sun 12-4pm + Fri & Sat 11am-7pm + until 9pm during Last Friday
- Last Fridays & the Art Walk (LFAW): April 26, May 31, June 28
- Weekend of Art in Hillsborough/Handmade Parade & Market (WOA/HMP/HMM): May 31 & June 1

Please explain how the organization successfully promoted tourism in Hillsborough:

The Hillsborough Arts Council is proud to serve our mission of building community through the arts while driving tourism, economic impact, and public engagement year-round. Q4 of FY2023-2024 was a particularly busy time for our team, with a heavy emphasis on driving tourism for monthly Last Fridays & the Art Walk events and the second annual "Weekend of Art in Hillsborough", which occurred May 31-June 1.

Specifically, the staff of the Hillsborough Arts Council employed the following efforts to ensure boosts in tourism:

- **Last Fridays & the Art Walk** drew thousands of visitors this quarter by offering live arts performances, rotating demonstrations, thematic programming, and strong partnerships with 22+ other venues. Our decision to strategically allocate funding to build excitement and energy as the months go on ensures that tourists are enticed to return for the next month to avoid fear of missing out. Special highlights in addition to Roaming Poets and Living Arts Collective dance/drumming each month included:
 - **April:** "Earth Month" themed activities were designed to coincide with Orange County's Earth Evening in River Park. Monarch Movement Company's spring recital demonstration attracted more families and children to the old courthouse lawn. Another popular feature of the April Last Fridays each year is the partnership with Small Town USA. This project involves Duke Documentary Studies students who document the life and culture of Hillsborough over the course of their spring semester and then present their projects to the community at Last Fridays. This attracts a good crowd from visitors outside of Hillsborough, including Duke students/faculty and their families/friends.
 - **May:** Packaged as part of the "Weekend of Art in Hillsborough", this LFAW event served as the precursor to the Handmade Parade and Market occurring the following day. Giant puppets were on display at the HAC info booth to ensure everyone was enticed to return for the parade on Saturday. The Scrap Exchange provided make-and-take masks at the art booth to promote creativity, inclusion, and accessibility within this beloved tradition.
 - Additionally, the Makers Market component of Last Fridays returned to the Old Orange County Courthouse Lawn. This beloved element has been refreshed since pre-pandemic Last Fridays to ensure strategic alignment with other programming zones around town and to avoid competition with/complement offerings of the brick-and-mortar restaurants and Art Walk partners nearby. Each occurrence features 60-90 minutes of live music or entertainment, art-making activities, a HAC info booth, 20+ artist vendors, 6+ community group vendors, and 2-4 mobile food vendors. Also featuring are curated, rotating "experience vendors", such as artists offering henna/face painting/fairy hair/caricatures, etc.

- Special curated programming included a live performance by Monroe School of Highland Dance and live music from A Different Thread.
- **June:** loosely themed under the tagline “Art is for Everyone”, this occurrence holds space for the many different types of artists and arts venues that can be found across our community.
 - Live Music with Indie Cult Classic on the Old Courthouse Lawn
 - Telling the Full Story - hosted by the Alliance of Historic Hillsborough
 - Maintaining a HAC info & art-making booth this season has supported efforts to direct visitors around town to various programming zones and helps maximize visibility of our community as a tightly woven and diverse cultural destination. This month, guests were invited to create their contribution to the HAC G&GS’ “Art is for Everyone” exhibition by painting tiny canvases to be hung in the gallery.
- **HAC’s Gallery & Gift Shop** continued to operate with a strong consistent presence, serving as a resource for tourists who are curious about the creative community in Hillsborough. Our team provides general services/recommendations on where else to shop/visit/dine. The G&GS maintained extended weekend & evening hours this quarter and was especially busy in the month of May due to Mother’s Day and early summer travel. This program serves as a key “point of entry” to HAC as a whole and allows us to engage with visitors on matters even beyond the represented shop artists & the artwork available for sale. Volunteers are recruited and oriented through this venue and HAC events as well as other local tourism-driving activities are cross-promoted through marketing materials provided on-site.
 - Late April-late June special exhibition: “Mythic Masks” – a spellbinding collection of sculptural masks crafted by Hillsborough’s own John Claude Bemis. Known for his multifaceted talents as a novelist and artist, Bemis draws inspiration from Southern folklore and woodland mythology, creating masks that transcend ordinary art, becoming symbols of spiritual guardianship and transformation. This show ended up being one of the highest revenue-generating exhibitions in the history of the HAC gallery, with many eager collectors in attendance at the opening reception and plenty of visitors finding their way to the G&GS for Bemis’ gallery debut.
- **HAC’s Handmade Parade and Market** is a large community event that takes place every other year. HAC markets this event widely within Orange County and throughout the Triangle area. The large spectacle of giant puppets walking down Churton St draws a crowd to this uniquely Hillsborough event and has a significant following. The addition of a Handmade Market at the end of the parade route, with 40 artist booths and 5 food vendors in River Park, further attracts crowds from surrounding communities. HAC’s Weekend of Art made Hillsborough an arts destination during Q4.
- HAC’s Q4 press package was distributed in early May to 250+ media outlets to inform them of the top tourism activities being hosted through June
- Ongoing communications and planning conversations with local arts & culture partners, art walk venues, Hillsborough businesses, and artists whom we collaborate with to cross-promote and drive tourism
- Printed marketing materials, including flyers and rack cards, as well as digital marketing efforts, including social media posts and e-newsletters, were distributed across the Triangle and throughout the quarter to ensure public awareness of HAC tourism activities

Contract Partner Tourism Impact	
<i>Please estimate the number of residents the contract partner served for this quarter: ~5,000</i>	<i>Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~8,100</i>

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):

Ways we track attendance:

- Clicker counter at G&GS*
- Estimates & headcounts of crowds at Last Fridays*
- Geographic information collected via in-person surveying at G&GS (at least 20% of visitors on average are successfully surveyed) & thru event registration forms (when applicable)*
- Registration forms for events where registration is required, also yields geo/demographic info*

Gallery & Gift Shop: *(clicker counter for total visitation & survey for capturing a statistically significant percentage of geographic information)*

Total Visitors: 3,623

April: 1097

May: 1371

June: 1155

Tourists/Geographical Data: 69% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 58% of tourists visiting from outside of Orange County as well.

Last Fridays & the Art Walk:

We estimate between 1500-3000 visitors to Hillsborough during the Last Fridays & the Art Walk event each month. This data is collected based on attendance reports at Art Walk venues, headcounts taken at entertainment and programming zones, and visitor counts at our info booth & art-making activities. April-June are some of the most popular and well attended LFAW events, so HAC estimates closer to 2500-3000 in attendance at each event this quarter.

Geographical information for LFAW is currently assessed based on statistics collected from other programs, which indicate that HAC programs attract on average about 25-35% residents of Hillsborough and 65-75% visitors from other towns/counties/states. We also look at website traffic and identify correlations between digital and in-person engagement with our activities whenever possible.

Handmade Parade and Market:

For the first time, we used a suggested registration system for community members who wanted to walk with the performers in the parade as well as ones who planned to watch the parade. Registration yielded 146 parade walkers and 316 parade watchers. However, based on visual data collection, we estimate that 250 people actually walked in the parade and 800 people actually watched it from the sidewalks. Registration data also suggests that approximately 40% of total parade participants live outside of Hillsborough.

Based on clicker counters and visual data collection, we estimate that 1000 people participated in the Handmade Parade in some capacity and approximately 1500 people attended the Handmade Market.

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

- The Colonial Inn is a participating venue for the Last Fridays & the Art Walk season. They host live music in their courtyard, dinner specials, and activities as part of this monthly event.
- 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
- The Colonial Inn hosts HAC's Roaming Poets as a designated stop during LFAW, further improving visibility of this venue as a hotel option.
- LFAW activities occurring monthly with rotating activities strategically spread across each month entices repeat visitation and extended/overnight stays, especially as we collaborate with other groups hosting activities during the weekends when a LFAW is happening.
- With the Weekend of Art spanning two days (May 31- June 1), more tourists were encouraged to stay overnight to enjoy the weekend activities.

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

- The 2024 LFAW season has 25 participating venues. These downtown Hillsborough businesses are informed of our program themes each month and encouraged to provide art walk activities. Online web forms are sent to venues each month with a final line-up of monthly activities and requests to get their details for cross promotion. HAC boosts visitation to these LFAW venues by providing a one-pager list of events to community members both on our website and physically on site at our event info booth.
- Direct emails, posting in DT merchant and other local FB groups/pages, stopping by businesses to discuss plans, scheduling recurring meetings to align with other cultural partners on opportunities for overlap, posting dates to Alliance's community partners calendar as well as public-facing community event calendars around Hillsborough, Orange County, and the Triangle.
- Establishing HAC's website as a reliable source for event information that is updated multiple times per month to inform viewers of detailed activities.

Please calculate the overall economic impact of any events/programs held this quarter (if applicable):

During Q4 (April-June), HAC's direct expenses for LFAW was \$4,790 and for HMP/HMM was \$9,318. Using the Arts and Economic Prosperity Calculator, the total LFAW and HMP/HMM expenditures (\$14,107) brought a total of \$23,995 in revenue for the state government and a total of \$16,559 in revenue for local government. 9 FTE positions were supported through our work this quarter, and a total of \$178,638 of household income was generated through our expenses. A total of \$390,857 was spent by our audiences at our Q4 events.

INSTRUCTIONS

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

Population of your community:

Total Expenses: \$

Total Attendance:

CALCULATE →

RESET →

PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$14,107"/>	<input type="text" value="0"/>	<input type="text" value="\$9,221"/>	<input type="text" value="\$401"/>	<input type="text" value="\$716"/>
AUDIENCES:	<input type="text" value="\$390,857"/>	<input type="text" value="8"/>	<input type="text" value="\$169,417"/>	<input type="text" value="\$16,158"/>	<input type="text" value="\$23,279"/>
TOTAL:	<input type="text" value="\$404,964"/>	<input type="text" value="9"/>	<input type="text" value="\$178,638"/>	<input type="text" value="\$16,559"/>	<input type="text" value="\$23,995"/>

How many volunteers did the contract partner utilize this quarter: 90

How many volunteer hours were logged at the contract partner for this quarter: 324

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

- The Handmade Parade and Market was a huge undertaking this quarter. Two years of planning paid off with successful participation and community support. For the first time, we encouraged people to register to walk or watch the parade. This was very helpful in collecting donations and demographic information from the public. We are encouraged to continue this method in the future.
- We brought back the full LFAW offerings this quarter and were met with much support and enthusiasm from businesses and attendees.
- The Gallery & Gift Shop continues to show year-over-year sales increases. Comparing Q4 of FY24 to Q4 of FY23 sales are up by 13%. This demonstrates an increasing desire from our customer base to visit and shop for local artwork at this valuable downtown venue. We will be increasing the shop hours in the fall to better meet the demand of the community and continue to grow this revenue stream.
- We added two board members this quarter, each with significant financial experience. Our new Treasurer, Florence Smith, has been onboarded and we feel like we are in a strong position going into the next fiscal 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):

- Even though the HMP/HMM had good participation, we hoped to see more robust numbers. We received feedback that June 1st was a difficult time for many people to attend due to summer vacations and the heat. We will consider moving the parade back to one of the cooler months of the year.
- Staff was overburdened by the hours required to pull off a successful parade with giant puppets, performers, and community participation. Now that we have an Executive Director in place, we can start planning earlier for the next one.
- We do not have enough volunteers to help run events. Staff is involving the board more for strategic volunteer planning to fill this need.
- As we try to diversify our revenue streams, we must increase our fundraising. Our sustainer and corporate sponsorship programs have dwindled over this fiscal year. We are reinvigorating these programs, but it is slow to take off.

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 quarter (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
- Social media & online calendar postings
- Paid Ads
- Fliers/Signage/Banners
- Radio
- Cross-promotion and collaboration with artists, local businesses, & community partners
- Quarterly Press Package

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.

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

- Monthly ad spot on WUNC-FM to promote Last Fridays & the Art Walk
- 2024 LFAW Season Rack Card with Art Walk Venues, Dates, QR code to info online & general activities to expect distributed at key tourist/visitor stops
- Print Ads in local media/partner outlets
- 2024 website keeps marketing fresh and optimizes visitor experience to easily find what they're looking for. Additionally, the interactive Last Fridays map highlights key programming zones & participating venues.
 - We've had success establishing HAC's website & social platforms as go-to resources for arts events in Hillsborough
- Monthly LFAW Banners at Welcome to Hillsborough & the Historic Orange County Courthouse banners on the week before and night of each event.
- Monthly LFAW one-pager & 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 G&GS & our monthly HAC info booth (when active, May-October) are hubs for other tourism materials & 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 at least quarterly 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 - created events for each activity we have scheduled this spring and for each LFAW in 2024 season
- Handmade Parade flyers distributed around the Triangle area.
- Interview on WHUP with our Executive Director to promote the Weekend of Art.

LFAW public-facing web-page for full monthly event details: www.LastFridays.org

Handmade Parade and Market public-facing web-page:

<https://www.hillsboroughartscouncil.org/handmade-parade>

Handmade Parade Press Package, including press release and flyers:

<https://drive.google.com/drive/folders/1cPFN1dXhCQDubAbw7o9bAYRz95xKJauy>

[HAC Facebook Posts](#)

[HAC Instagram Posts](#)

[Q4 2024 LFAW Announcements Press Package](#)

HAC Programs in the MEDIA:

Our Q4 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 this quarter and how that supports the long-term, sustainable, financial goals of the organization:

We are committed to strengthening our donor relationships and building a robust sustainer base. We hired a part-time Fundraising Coordinator this quarter to ensure that a staff member could dedicate time to donor stewardship and growth. Our Executive Director is working closely with our FC to reinvigorate HAC giving by getting the board more involved in soliciting corporate sponsorships, creating more sustainer networking events, and providing increased incentives to donate.

Our new event donation model was used for the first time during registration for the Handmade Parade. This was a successful method of fundraising to help contribute to the cost of putting on large-scale free community events. We raised over \$2,000 by encouraging people to register to attend the parade and giving them an option to donate.

Our HAC events and the Gallery & Gift Shop remain a growing source of fundraising. Participants are given opportunities to donate through online registrations and in person at event info booths. Community members appreciate a chance to contribute to our impactful programming through an amount of their choosing to ensure accessibility for all community members.

Budget Adjustments (if applicable, do not include if there are no changes)

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: \$1,000	Ex: \$2,000		
i.e. Personnel Costs- .5 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)	\$	\$	\$	
** 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 quarterly 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: 

Date: July 21, 2024

Printed Name: Heather L. Tatreau

BOARD CHAIRPERSON

Signature: 

Date: July 21, 2024

Printed Name: Joshua Collins

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:

Date:

Printed Name:

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: <ul style="list-style-type: none"> Heather Tatreau, Executive Director 		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-643-2500	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 395,000		
Contract General Information		
Contract Quarter for Report: 3rd Quarter (Jan-Mar)	Amount of Contract Funding: \$7,125/Qtr	

Outline/Overview of this quarter's tourism events/programs/activities:

- HAC Gallery & Gift Shop (G&GS): Open 6 days/week: Tues-Sun 12-4pm + Fri & Sat 11am-7pm + until 9pm during Last Friday
- Last Fridays & the Art Walk (LFAW): January-February planning phase, March 29 event (official kick-off to 2024 season)
- Weekend of Art in Hillsborough/Handmade Parade & Market (WOA/HMP/HMM): January-March is a robust planning phase
- Other/not funded by this grant: EQUINOX (annual special event/fundraiser), Satellite Galleries (C3 Hillsborough & Orange Family Medical Group)

Please explain how the organization successfully promoted tourism in Hillsborough:

The Hillsborough Arts Council is proud to serve our mission of building community through the arts while driving tourism, economic impact, and public engagement year-round. Q3 marks HAC's quietest "active" programmatic quarter, with the majority of our efforts occurring behind-the-scenes to set up the organization, our team, and our community for success. During the months of January-March, HAC prioritizes meetings and discussions with the key stakeholders, including artists, funders, volunteers, and other partners, who contribute to the lively array of events hosted by HAC throughout the year. This is primarily a robust planning phase for HAC, with a few major events occurring towards the end of the quarter.

Specifically, the staff of the Hillsborough Arts Council focused on the following activities which helped to drive tourism this quarter:

- Completed an evaluation of 2023 season of Last Fridays Art Walk & reviewed feedback to support final planning for the upcoming 2024 season.
- Prepared a calendar of monthly Last Fridays events, including a diverse and thoughtfully sourced selection of live performances and arts activities to occur throughout Hillsborough each month in the upcoming season.
 - The 2024 season of 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 into their monthly social calendar as a "must-attend" event. This ensures recurring tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. The "shoulder months" include activities appropriate for the more risky weather & darker hours, and the "peak months" provide increased opportunities for visitors to explore every corner of Hillsborough.
- Engaged local businesses in venue partnership for upcoming monthly Art Walks & coordinated all necessary marketing details to ensure broad exposure and up-to-date information for tourists.
- Created and began distributing physical marketing materials, including flyers, rack cards, & posters, etc. to promote 2024 Last Fridays & the Art Walk, upcoming gallery exhibitions, Equinox, and the Weekend of Art in Hillsborough.
- Secured artists contracts and solidified key partnerships for the upcoming Handmade Parade (WoA), including groups who help to cross-promote early "save the date" messaging
- Prepared materials necessary to recruit and coordinate artists and other vendors for upcoming Handmade Market (WoA) and Makers Markets (LFAW)

- Developed and implemented a calendar of social media and other digital marketing efforts to ensure awareness of upcoming HAC events - began teasing 2024 LFAW dates & the WoA/HMP/HMM + providing more details of each event as dates approached.
- Quarterly press package distributed in early March to 250+ media outlets to inform them of detailed programmatic updates, including the 2024 LFAW season, gallery exhibitions, equinox, and other HAC activities.
- HAC's Gallery & Gift Shop re-opened from winter break in late January with a strong, consistent presence, being available for the many tourists who are curious about our creative community in Hillsborough and providing general services/recommendations on where else to shop/visit/dine. The G&GS maintained extended weekend & evening hours in Jan & Feb despite the colder/traditionally less busy season. Volunteers are recruited and oriented for all HAC programs through this venue and other local tourism-driving activities are cross-promoted through marketing materials provided on-site.
- Special exhibitions at HAC galleries drew in visitors that might not typically shop at the G&GS, thus attracting heightened interest in downtown Hillsborough and enticing repeat visitation to our venues/programs.
 - In January: *Ways Both Look* - exhibition by Lindsay Metivier of Peel Gallery - encouraged visitation from Carrboro and other dedicated arts communities across the Triangle
 - February-March: *Mind, Body, and Spirit Illuminated* by Rin Ballenger and *Under the Surface* by Catherine Latham - both exhibitions by local students apart of Cedar Ridge High Schools IB program - intended to attract visitation from younger audiences (fellow students/peers) and from family members/friends of these artists including those who may live out of town.
 - New exhibitions in the satellite gallery spaces help to cross-promote & attract interest in other arts venues in downtown Hillsborough & spike visitation to HAC website to learn about upcoming programs & events.
- On March 23, HAC hosted its second annual Equinox fundraiser and successfully generated support to offset some of the remaining costs of operating free community arts programs. This event is instrumental in expanding awareness of HAC's mission, and in particular, the upcoming Last Fridays & the Art Walk season. While the primary intention of this event is not necessarily to drive tourism, we know that it did attract interest in Hillsborough's booming arts & culture scene and drew ticket buyers from across the Triangle. Local artists, restaurants, vendors, and farmers were prioritized for partnership, ensuring visibility of many small businesses in Hillsborough.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: ~1,400

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~2,100

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):

Ways we track attendance:

-Clicker counter at G&GS

-Estimates & headcounts of crowds at Last Fridays

-Geographic information collected via in-person surveying at G&GS (at least 20% of visitors on average are successfully surveyed) & thru event registration forms (when applicable)

-Registration forms for events where registration is required, also yields geo/demographic info

Gallery & Gift Shop: *(clicker counter for total visitation & survey for capturing a statistically significant percentage of geographic information)*

Total Visitors: 2,273

January (closed until third week of the month for winter break): 235

February: 882

March: 1156

Tourists/Geographical Data: 60% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 51% of those tourists visiting from outside of Orange County as well.

Last Fridays & the Art Walk:

We estimate between 1500-3000 visitors to Hillsborough during the Last Fridays & the Art Walk event each month. This data is collected based on attendance reports at Art Walk venues, headcounts taken at entertainment and programming zones, and visitor counts at our info booth & art-making activities. March serves as the kick-off to the 2024 season and attracts a strong, dedicated crowd of visitors who are familiar with this program, but does not attract as large of a crowd as the summer months due to the more fickle nature of the weather and the more limited programming zones during these “shoulder months”. As such, it is estimated that closer to 1,500 visitors were brought to town for Last Fridays in March.

Geographical information for LFAW is currently assessed based on statistics collected from other programs, which indicate that HAC programs attract on average about 25-35% residents of Hillsborough and 65-75% visitors from other towns/counties/states. We also look at website traffic and identify correlations between digital and in-person engagement with our activities whenever possible.

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

- The Colonial Inn is a participating venue for the Last Fridays & the Art Walk season. They host live music in their courtyard, dinner specials, and activities as part of this monthly event.
- 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
- The Colonial Inn hosts HAC’s roaming poets as a designated stop during LFAW, further improving visibility of this venue as a hotel option.
- LFAW activities occurring monthly with rotating activities strategically spread across each month entices repeat visitation and extended/overnight stays, especially as we collaborate with other groups hosting activities during the weekends when a LFAW is happening.

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

- Ongoing process to collect information needed from participating venues for LFAW 2024 season - secured their participation in early Feb & shared loose themes for inspiration & awareness of what HAC will be doing to boost visitation, both online to their websites and physically to hillsborough; google forms, online web forms, etc. are used in follow-ups sent to venues each month with a final line-up of monthly activities & requests to get their details for cross promotion
- Direct emails, posting in DT merchant & other local FB groups/pages, stopping by businesses to discuss plans, scheduling recurring meetings to align with other cultural partners on opportunities for overlap, posting dates to Alliance's community partners calendar as well as public-facing community event calendars around Hillsborough, Orange County, and the Triangle
- Establishing HAC's website as a reliable source for event information that is updated multiple times per month to inform viewers of detailed activities

Please calculate the overall economic impact of any events/programs held this quarter (if applicable):

HAC's direct expenses during Q3 (January-March) were \$2,600 for LFAW. Using the Arts and Economic Prosperity Calculator, the LFAW expenditures brought a total of \$6,352 in revenue for the state government and a total of \$4,391 in revenue for local government. 2 FTE positions were supported through our work, and a total of \$46,964 of household income was generated through our expenses. A total of \$104,428 was spent by our audiences at LFAW.

INSTRUCTIONS

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

Population of your community:

Total Expenses: \$

Total Attendance:

CALCULATE →

RESET →

PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$2,600"/>	<input type="text" value="0"/>	<input type="text" value="\$1,700"/>	<input type="text" value="\$74"/>	<input type="text" value="\$132"/>
AUDIENCES:	<input type="text" value="\$104,428"/>	<input type="text" value="2"/>	<input type="text" value="\$45,264"/>	<input type="text" value="\$4,317"/>	<input type="text" value="\$6,220"/>
TOTAL:	<input type="text" value="\$107,028"/>	<input type="text" value="2"/>	<input type="text" value="\$46,964"/>	<input type="text" value="\$4,391"/>	<input type="text" value="\$6,352"/>

How many volunteers did the contract partner utilize this quarter: 58

How many volunteer hours were logged at the contract partner for this quarter: 285

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

- In February, after a comprehensive search process, the Hillsborough Arts Council officially named Heather Tatreau as its new Executive Director. Heather was previously serving in the role of Interim Leader. This transition and Heather's area of expertise has afforded HAC's board, staff, and volunteers the necessary stability to continue operating programs smoothly and efficiently.
- The Internship Program continues to be a huge success. HAC's second Marketing Intern, Darcy Hall, chose to continue her work for a multi-session commitment, extending marketing impact, improving the variety of HAC's online presence, and expanding team bandwidth across programs.
- HAC's second annual Equinox event raised \$15,843 to help offset the remaining operating costs of our free community arts programs. This event was held at the home of local author, Jill McCorkle, and photographer/professor at Duke's Center for Documentary Studies, Tom Rankin, in downtown Hillsborough, further highlighting the vibrancy of our town and the artistic opportunities available to tourists and residents alike.
- This quarter marked the third year that Ivana Beveridge, HAC's Marketing & Program Director, led the charge for all marketing initiatives, as well as securing performance artist partnerships and other relationships essential to the success of programs like Last Fridays & the Art Walk and the Handmade Parade/Market. Her seasoned experience with the organization ensured this robust planning and preparation phase went smoothly, allowing the team to stay on top of deadlines and further expand HAC's mission & audience engagement through its beloved spring programs.
- The Gallery & Gift Shop continues to show year-over-year sales increases. Comparing Q3 of FY24 to Q3 of FY23, arguably one of the slower times of the year for most businesses as many customers are still bouncing back from holiday shopping sprees, sales are still up by 5%. When including Q4 in this comparison, sales are up 10%. This demonstrates a steadily incremental desire from our customer base to visit and shop for local artwork at this valuable downtown venue.

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):

- As audience participation grows for programs like Last Fridays and the Handmade Parade, we are aware of the strains it puts on existing infrastructure, particularly the limited public parking options available around town. We desire to work with the Town to explore event parking options that are beneficial to local residents/businesses while also facilitating growth in tourism.
- Although the outcome of the Equinox event was as successful as desired, the timing of hosting a fundraiser during a robust program planning phase, as well as during a major grant-writing season, resulted in a very heavy workload for the HAC team. In the future, HAC may shift the date of the Equinox event to better complement the programmatic calendar to improve bandwidth among board and staff.
- During this quarter, HAC was informed that it would not be eligible for certain grant funds in FY25 for which it was previously awarded due to changing grant requirements. While the organization is always evaluating new revenue streams and fundraising opportunities, this was disappointing news that required increased attention on identifying new sources of grant funding for the upcoming year. HAC remains committed to being prepared and proactive in its financial planning so that mission-critical activities are properly funded. Engaging support from the board and outside contractors to support grant writing efforts has assisted with overcoming this.

Please explain how the organization marketed and promoted themselves as a tourism destination and/or promoted their events/programming/projects for this quarter (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
- Social media & online calendar postings
- Paid Ads
- Fliers/Signage/Banners
- Radio
- Cross-promotion and collaboration with artists, local businesses, & community partners
- Quarterly Press Package

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.

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

- Monthly ad spot on WUNC-FM to promote Last Fridays & the Art Walk
- 2024 LFAW Season Rack Card with Art Walk Venues, Dates, QR code to info online and general activities to expect distributed at key tourist/visitor stops
- Print Ads in local media/partner outlets
- 2024 website keeps marketing fresh and optimizes visitor experience to easily find what they're looking for. Additionally, the interactive Last Fridays map highlights key programming zones & participating venues.
 - We've had success establishing HAC's website and social platforms as go-to resources for arts events in Hillsborough
- Monthly LFAW Banners at Welcome to Hillsborough and the Historic Orange County Courthouse banners on the week before and night of each event.
- Monthly LFAW one-pager & 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 G&GS and our monthly HAC info booth (when active, May-October) 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 at least quarterly 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 - created events for each activity we have scheduled this spring and for each LFAW in 2024 season
- Equinox marketing materials distributed widely, with heavily digital marketing approach

LFAW public-facing web-page for full monthly event details: www.LastFridays.org

[HAC Facebook Posts](#)

[HAC Instagram Posts](#)

[Q3 HAC Updates Press Package](#)

[Q3 2024 LFAW Announcements Press Package](#)

HAC Programs in the MEDIA:

Our Q3 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 Arts 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 this quarter and how that supports the long-term, sustainable, financial goals of the organization:

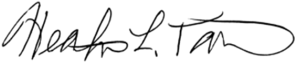

HAC continues to foster relationships with donors and sponsors throughout the year. The second annual Equinox fundraiser occurred in March and raised \$15,843 to help cover the remaining costs of operating free arts events for our community this year. Much of these funds help to cover annual overhead costs, which directly impact the success of each and every program at HAC. This event also provides an opportunity to get to know donors and potential donors on a deeper level, and HAC aims to further cultivate relationships with Equinox ticket buyers in the year ahead.

Our HAC events and the Gallery & Gift Shop remain growing sources of fundraising. Participants are given opportunities to donate through online registrations and in person at event info booths. Community members appreciate a chance to contribute to our impactful programming through an amount of their choosing to ensure accessibility for all community members.

This quarter also required much grant writing and application preparation, as most of HAC's existing and prospective grant funders have deadlines in the spring. HAC's Executive Director along with support from other staff, board members, and contractors, worked to identify new grant opportunities worth pursuing and determined what programs would need additional funds in the upcoming fiscal year. Solidifying partnerships with funders who are focused on full-cost granting and can support the capacity building / overhead needs of HAC are a top priority in the upcoming years.

Budget Adjustments (if applicable, do not include if there are no changes)

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 Costs- .5 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)	\$	\$	\$	
** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				

Signatures	
<p>I hereby certify that the information contained in this quarterly 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.</p>	
EXECUTIVE DIRECTOR	
Signature: 	Date: July 16, 2024
Printed Name: Heather L. Tatreau	
BOARD CHAIRPERSON	
Signature: 	Date: July 16, 2024
Printed Name: Joshua Collins	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Orange County Historical Museum		
Contract Contact Person and Title: Catie Atkinson, Site Manager		
Contact Person Email: manager@orangehistorync.org	Contact Person Phone: 919-732-2201	
Organization Street Address: 201 N Churton St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$145,680		
Contract General Information		
Contract Quarter for Report: 3rd Quarter (October-December)	Amount of Contract Funding: \$14,025 per quarter (\$56,100 total)	

Outline/Overview of this quarter's tourism events/programs/activities:

The Museum hosted fewer exhibits this quarter as the main focus was preparing and installing our new special exhibit, Working for a Living, which opened in March.

- January 11th – Mask and Reveal: Gerald Shanklin's Collection of Art from the African Diaspora exhibit opening. Attended by 50 individuals.
- February 1st – A Presentation by Gerald Shanklin. Attended by 35 individuals.
- March 28th – Working for a Living exhibit opening. Attended by over 150 individuals.

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.

- February 16th – Classroom visit at Hillsborough Elementary

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 223 Orange County Residents (including 156 from Hillsborough)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 458 from 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.

Please describe how the contract partner joined with local hotel/motels to increase occupancy rates this quarter (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 [calculate the overall economic impact](#) of any events/programs held this quarter (if applicable):

INFORMATION

STEP 1: POPULATION

POPULATION of your community: Less than 50,000 ▼

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas): \$ 41894

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas): 1006

[CALCULATE](#) [Reset](#)

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$41,894	1.4	\$30,678	\$1,482	\$1,795
Nonprofit Arts and Culture Audiences:	\$22,605	0.6	\$11,330	\$1,125	\$1,093
Total Industry Impact: (The Sum of Organizations and Audiences)	\$64,499	1.9	\$42,008	\$2,607	\$2,888

[Print Your Results](#)
Please see the [fine print](#) 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 volunteers did the contract partner utilize this quarter: 4

How many volunteer hours were logged at the contract partner for this quarter: 83

Quarterly Reflections

Please explain some ‘successes’ this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

The biggest success of this quarter was the opening of our new special exhibit, Working for a Living: a History of Trades in Orange County. This exhibit showcases 11 trades that were practiced throughout Orange County History and the people that practiced them. We once again produced an exhibit catalogue that provides in depth information about the history of the trades, spotlights of local tradespeople, and information about all artifacts in the exhibit. Each year, museum staff pushes ourselves to create an exhibit that is bigger and better than the previous one, and we feel we have achieved that with this exhibit. This exhibit makes learning accessible with multiple interactive elements that are fun for all ages. Additionally, this exhibit was a collaborative effort with the community, who provided artifacts and information for the exhibit and also volunteered to be featured on our wall of modern trades people. Visitor response to the exhibit has been incredible. Visitors from all over are able to connect with the universal concepts featured in the exhibit and love seeing artifacts they are familiar with.

Additionally, before the launch of the new special exhibit, we did one last refresh of the Treasure Hunters exhibit featuring the collection of Gerald Shanklin’s masks. This exhibit, with its unique artifact, drew in a completely new set of visitors to the museum who came specifically to see Mr. Shanklin’s collection. Additionally, as a Hillsborough native, he had never been able to showcase his collection in his hometown, and being able to do so for him was incredibly special for us.

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 quarter (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 more timely 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 news outlets.

Please provide any information on any fundraising the organization did this quarter 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. While direct major fundraising efforts did not occur this quarter, 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.

Budget Adjustments (if applicable, do not include if there are no changes)

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15.	\$	\$	\$	
TOTALS (sum of each column)	\$	\$	\$	
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Signatures

I hereby certify that the information contained in this quarterly 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 N/A

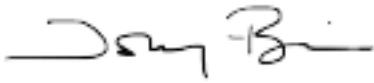
Signature:

Date:

Printed Name:

BOARD CHAIRPERSON

Signature:



Date: 4/19/24

Printed Name: Tonya Bami

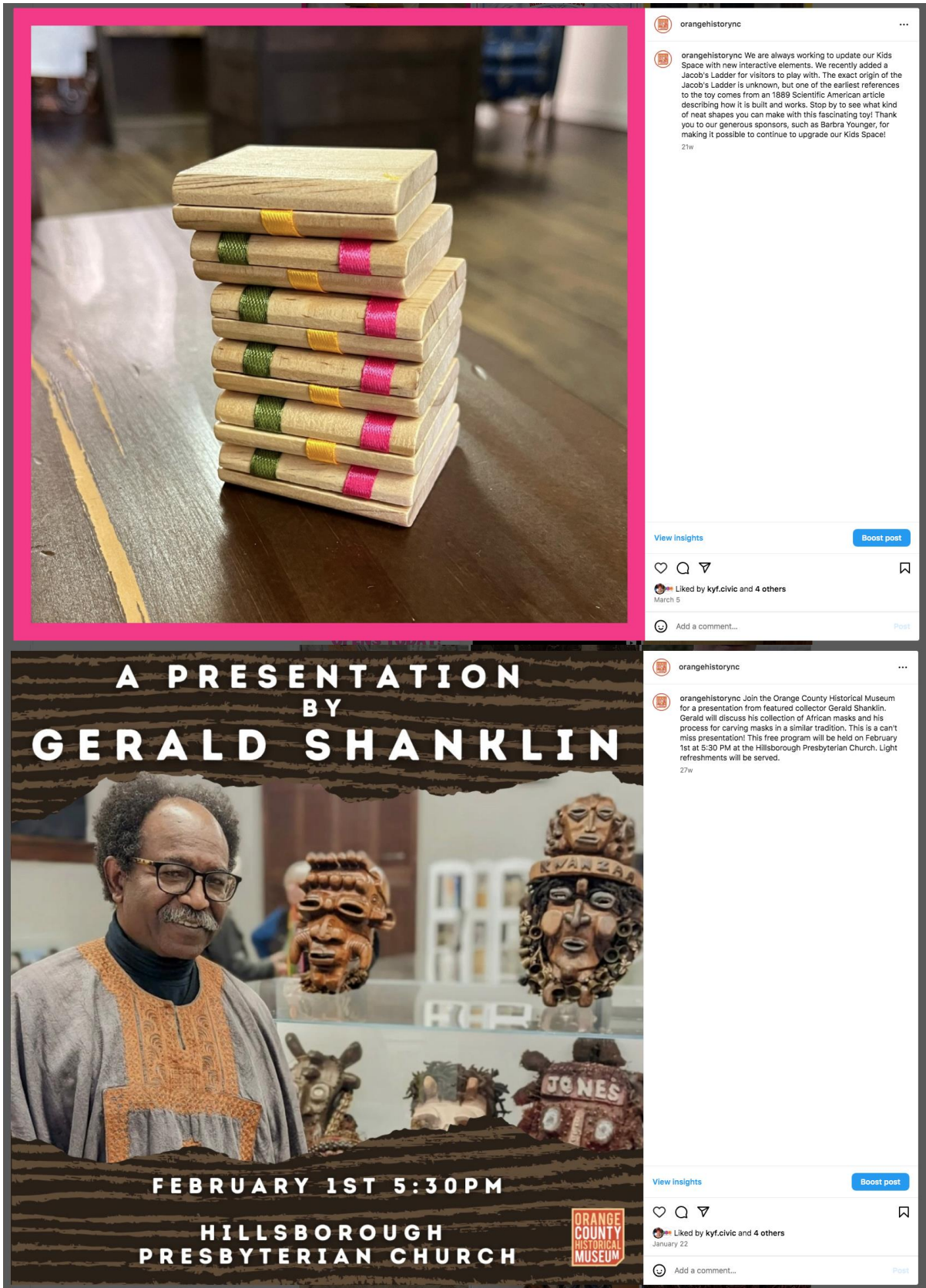
CONTRACT CONTACT PERSON (if different than Executive Director)

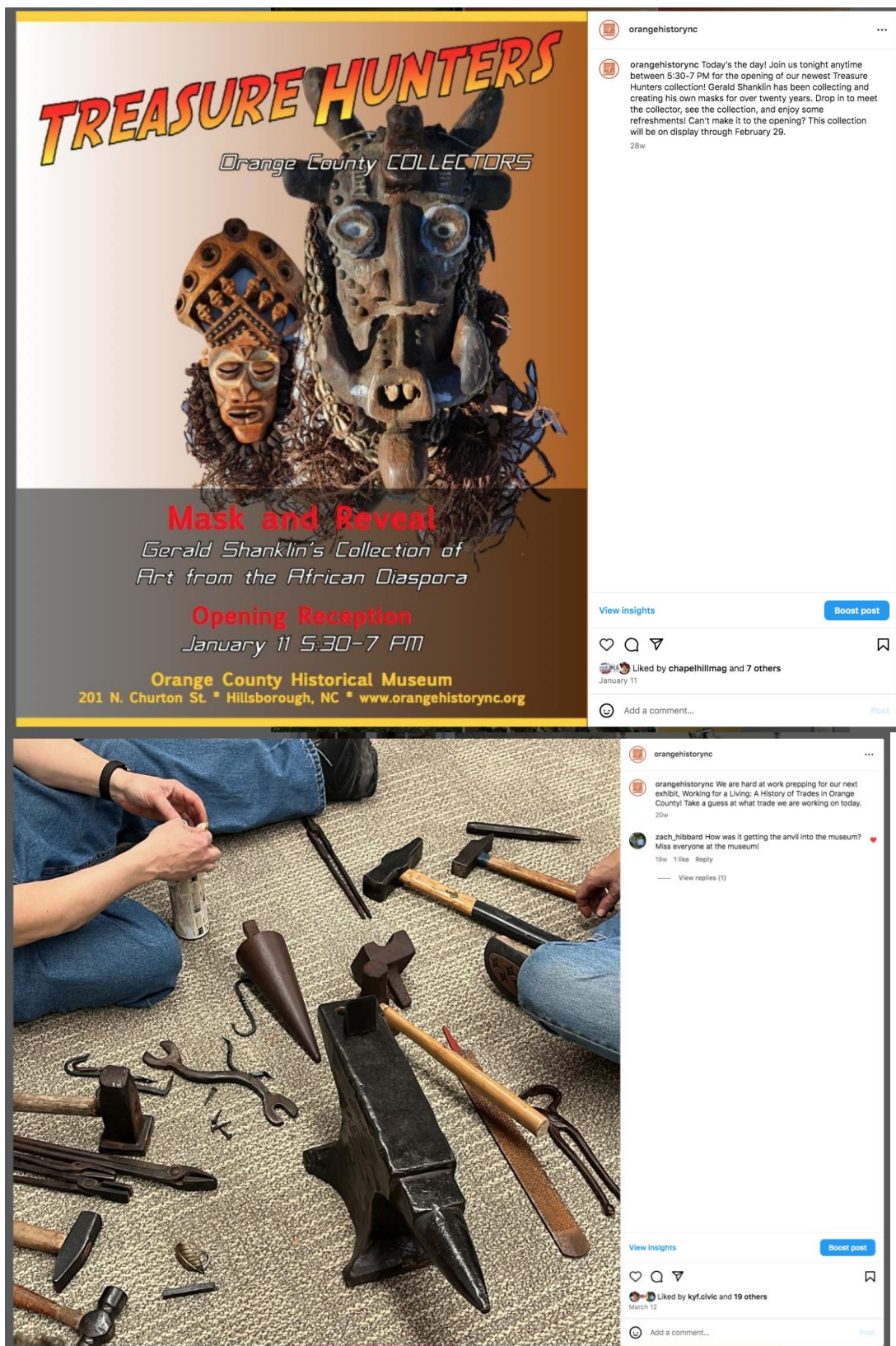
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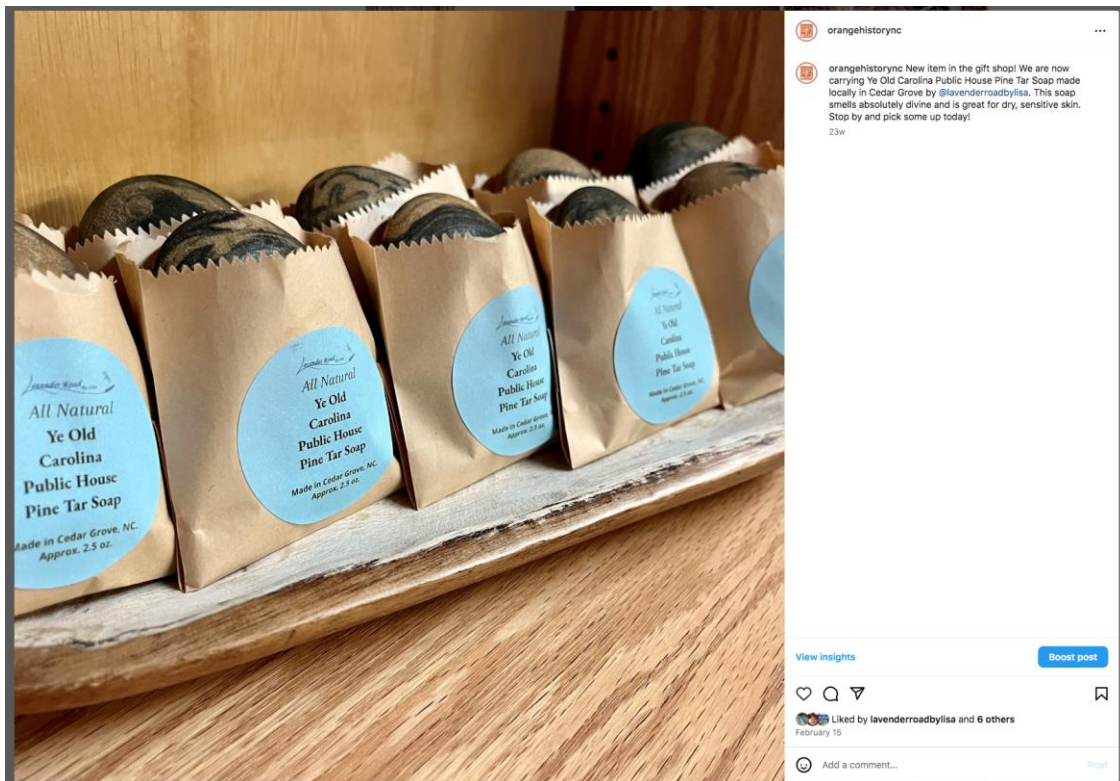
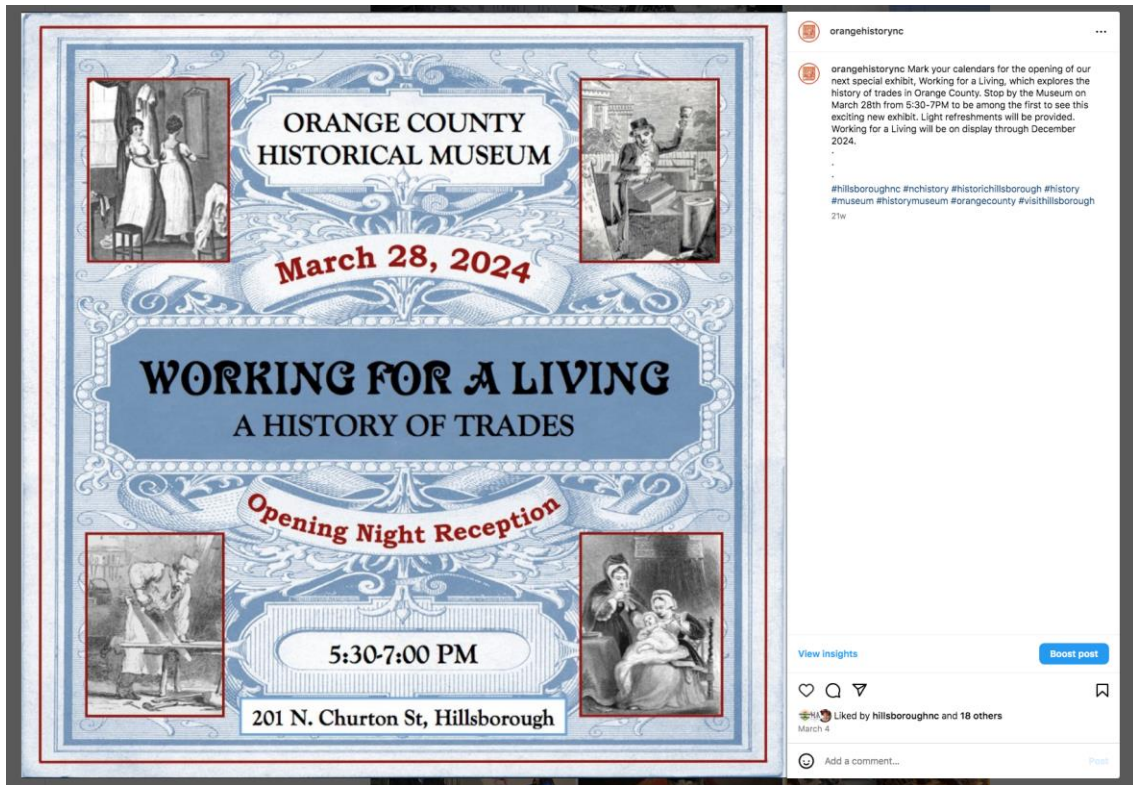


Date: 4/19/24

Printed Name: Catie Atkinson

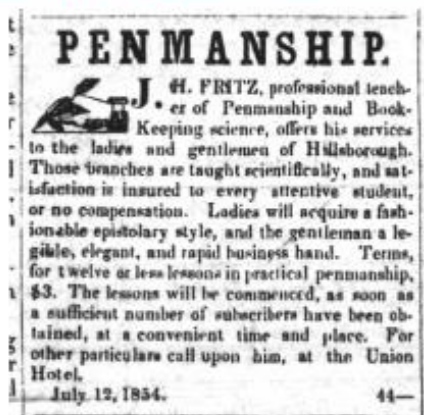






Research

Mapping Churton Street



The **Union Hotel** offered quality housing both short-term and long to people in Hillsborough from 1822-1854. It was located on Lot 3, where Taylor-Hall Properties and the Fire Department currently are. One of the hotel's many boarders was J.H. Fritz who offered lessons in penmanship.

Do you have any information about businesses along Churton Street that you can share with the Museum?

If so, contact programs@orangehistorync.org

We hope to have phase 1 of the online exhibit completed and ready for public viewing by May 1.

What Happened?!

Column in News Of Orange

Beginning January 31, the Orange County Historical Museum will be sponsoring a bi-monthly column in *The News of Orange* called:

What Happened?!

It will feature lesser-known people, places, and things in Orange County. We want to tell stories that people are unfamiliar with, tales that depict the full, cultural history of our community. Some of the planned topics for articles are:

- Preston Epps: A North Carolina Classic
- The Watch that Robert Leslie Made
- Jubal Lea and his Amazing Daughter Della
- How Mary Kirkland Brought Music to the Hillsborough Presbyterian Church
- The Notorious Willis Hester, Horse Thief
- The Best Date Night Ever

Do you know a person, place or thing that deserves to be remembered? If so, contact Courtney Smith at:

programs@orangehistorync.org to discuss how you can write an article and tell that story.

Looking for Sponsors

Help us Tell More Stories

Our next special exhibit will open in March.

It will be called **'Workin' for a Livin'** and will feature trades and tradesmen in Orange County History.

Sponsorship levels begin at only \$25 but have a tremendous impact on the final product that we are able to present.

To become a sponsor, contact programs@orangehistorync.org

Many thanks to our Treasure Hunters Sponsors:



Click for the
OCHM
website

Questions?

Call us at
(919) 732-2201, or contact
us through our website



201 N. Churton St., Hillsborough, NC 27278

919-732-2201

www.orangehistorync.org



January at OCHM

The Orange County Historical Museum

Is open daily from 11-4

(Wednesday by appointment only)

Exhibits

Mask and Reveal

Art From the African Diaspora

Encore! We are extending our Treasure Hunters exhibit once again in order to showcase **Gerald Shanklin's** incredible collection of masks.

African masks are a living tradition. Carved from wood and augmented with other natural materials, they represent cultural values and are intended to be used in ritualized performances as a means to connect with the spiritual world. For over twenty years, Gerald Shanklin has not only been collecting African masks, but also continuing the tradition of transforming wood by creating his own pieces.



Around fifty masks will be on display.

Half will be from African countries, including Nigeria, Cote D'Ivoire, Cameroon, Burkina Faso, and the Democratic Republic of Congo. The other half will be ones that Shanklin made from local wood.

Every Mask has a legend!

Programs

January 11

5:30PM

TREASURE HUNTERS

Orange County COLLECTORS



Mask and Reveal

Gerald Shanklin's Collection of
Art from the African Diaspora

Opening Reception

January 11 5:30-7 PM

Orange County Historical Museum

201 N. Churton St. * Hillsborough, NC * www.orangehistorync.org

Join us for Opening Night

Meet artist and collector Gerald Shanklin and enjoy some refreshments.

Stop in any time between 5:30 and 7 PM.

Exhibits

Working for a Living

March - December 2024

In this fun exhibit, you can step back in time, come to town, and shop at one of the various establishments representing trades that were important in Orange County history.

Learn how trades have changed over time in our area!

WORKING FOR A LIVING

An exhibit that traces the history of trades
in Orange County, NC



Clothiers • Dispatchers • Distillers
Hairstylists • Jewelers • Leather Workers
Masons • Midwives • Morticians
Smiths • Woodworkers

At the entrance to the exhibit you can pick up cards, based on real people who lived in Orange County. Each card will have an appropriate shopping list.



Research

Working for a Living Catalogue



Orange County Tradesmen

Our exhibit catalogue will spotlight tradesmen from the 19th and 20th centuries.

How many of our featured tradesmen can you identify?

What Happened?!

Column in News Of Orange

Published Bi-monthly

Two articles were published in February in *The News of Orange* (print ad/or online editions). More are on their way.

Our February 27 article featured a watch in the Museum's collection that is on display in the permanent exhibit. The watch has interesting connections to people both locally and nationally. Its movement was made by Robert Leslie, the watch and clock maker who made the clock for George Washington that stopped ticking when the President breathed his last breath. Leslie also worked with Thomas Jefferson and Leslie's apprentice made the Great Clock at Monticello.

Locally, the watch was owned by US Congressman Richard Sanford and it was repaired by jeweler Lemuel Lynch. The watch paper that Lynch put inside the watch as well as the copper plate he used to make the paper are also on display.

Thanks to [Statler Gilfilin](#) for opening the watch, assisting with the research on it, and suggesting that the article be written.



Photo of the c. 1795 Robert Leslie watch

March will feature two more interesting stories. These have been written by other local historians including **Michelle Brossette** and **Leandra Bedini** who wrote about Betty June Hayes and her incredible letter-writing campaign to GI's during WWII and **Nancy Learned Haines** who researched Africa Parker, freedman and distiller.

Do you know a person, place or thing that deserves to be remembered? If so, contact programs@orangehistorync.org to discuss how you can write an article and tell that story.



February at OCHM

The Orange County Historical Museum

is open daily from 11-4

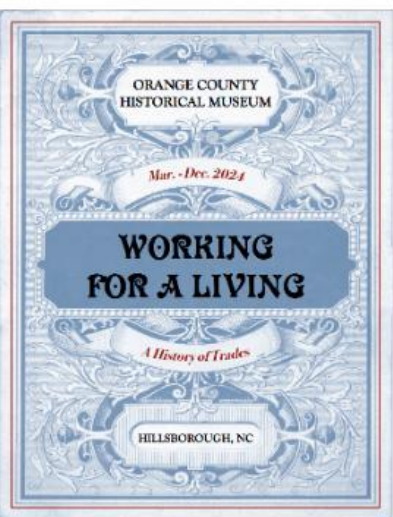
(Wednesday by appointment only)

Exhibits

Working for a Living

Coming in March

Our next special exhibit will open **March 21**. We will be examining the history of trades in Orange County. Featured trades will be: Cobblers, Clothiers, Distillers, Hair Stylists, Information Dispatchers, Jewelers, Masons, Midwives, Morticians, Smiths, and Woodworkers.



We are still looking for artifacts and artisans.

Do you have any tools of the trade prior to 1980 from the above craftsmen? Did someone in your family practice one of these trades or currently practices one of them? Please let us know.

contact programs@orangehistorync.org

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Orange County Historical Museum		
Contract Contact Person and Title: Catie Atkinson, Site Manager		
Contact Person Email: manager@orangehistorync.org	Contact Person Phone: 919-732-2201	
Organization Street Address: 201 N Churton St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$145,680		
Contract General Information		
Contract Quarter for Report: 3 rd Quarter (October-December)	Amount of Contract Funding: \$14,025 per quarter (\$56,100 total)	

Outline/Overview of this quarter's tourism events/programs/activities:

The Orange County Historical Museum was very busy during 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.

- April 24th – Libations and Legends historic cocktail tasting event at Yonder: Southern Cocktails and Brew. This event was attended by 40 individuals.
- June 9th – Screening of “The Road to Brown” in collaboration with Spirit Freedom and the OC Department on Aging. This program was attended by 80 individuals.
- June 16th - Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” at the Mebane Historical Museum. This program was attended by 24 individuals.

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.

- April 10th – Duke School field trip
- May 31st – Pathways virtual field trip

Other outreach opportunities

- April 17th – National Guard tour
- May 3rd – Kidzu Family First Friday

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 191 Orange County Residents (including 167 from Hillsborough)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 435 from 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.

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

N/A

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

- Partnering with Yonder: Southern Cocktails and Brew for another historic cocktail tasting event
- 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 [calculate the overall economic impact](#) of any events/programs held this quarter (if applicable):

INFORMATION

STEP 1: POPULATION

POPULATION of your community: Less than 50,000 ▼

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas): \$ 42680

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas): 1127

CALCULATE **Reset**

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$42,680	1.4	\$31,253	\$1,510	\$1,828
Nonprofit Arts and Culture Audiences:	\$25,324	0.6	\$12,693	\$1,260	\$1,225
Total Industry Impact: (The Sum of Organizations and Audiences)	\$68,004	2	\$43,946	\$2,770	\$3,053

Print Your Results
Please see the [fine print](#) 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 volunteers did the contract partner utilize this quarter: 7

How many volunteer hours were logged at the contract partner for this quarter: 101

Quarterly Reflections

Please explain some ‘successes’ this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

One of our biggest successes in Q4 was the screening of the documentary “The Road to Brown” which depicts the brilliant legal strategy that led to the court’s decision and launched the Civil Rights Movement. The documentary was followed by a panel discussion featuring presentations about the history of desegregation in Orange County and the challenges facing us today. In addition to being incredibly well attended, this program gave us the opportunity to connect local history and events to a broader, national context. While our focus as a local history museum is our local history, it is very important to make sure those visiting the museum and attending our programs understand how we fit in to the larger narrative of American history. It is also important to tell a complete story, inclusive of all residents. Programs like this help us do so.

Another success this quarter was our participation in Revolutionary War Living History Day with a visit by General Cornwallis. This program was a hit with visitors who had a wonderful time chatting with Cornwallis and asking him questions. The success of this has prompted us to bring in more first person interpreters for future programs.

Another continued success the Museum is seeing is the increase in the number of visitors to the Museum, attendees at programs, and students on field trips throughout the year. Below is a chart that shows the increase in engagement numbers from FY 2022-23 to FY 2023-24

	2022-23	2023-24
On-Site Visitors	2,550	3,039
Programs/Events	935	978
Field Trips/Tours/ Educational Outreach	292	557
Total Engagement	3,777	4,574

We attribute this increase to not only our increased hours open to the public, but also to the high quality exhibits and programming that staff are producing. People are truly beginning to realize the value of the Museum. We are always aiming for higher numbers, and will continue to produce high quality exhibits and engaging programming, which would not be possible without the generous support of the Tourism Board.

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 quarter (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 more timely 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 this quarter and how that supports the long-term, sustainable, financial goals of the organization:

The main fundraising push for Q4 was our annual Friendship Campaign. This campaign is intended to get new and returning supporters to donate a minimum of \$25 to become a friend of the museum. To do this, we sent out mailers to all previous donors, sent out periodic reminders through our email newsletter, and promoted the campaign heavily on our social media. Additionally, events held during the period of the Friendship Campaign contribute to the campaign, which includes the historic cocktail tasting event. We also held a bake sale fundraiser during the May Last Friday Art Walk with the proceeds contributing to the campaign.

Budget Adjustments (if applicable, do not include if there are no changes)

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 Costs- .5 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)	\$	\$	\$	
** 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 quarterly 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 N/A

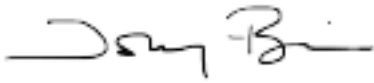
Signature:

Date:

Printed Name:

BOARD CHAIRPERSON

Signature:



Date: 7/25/24

Printed Name: Tonya Bami

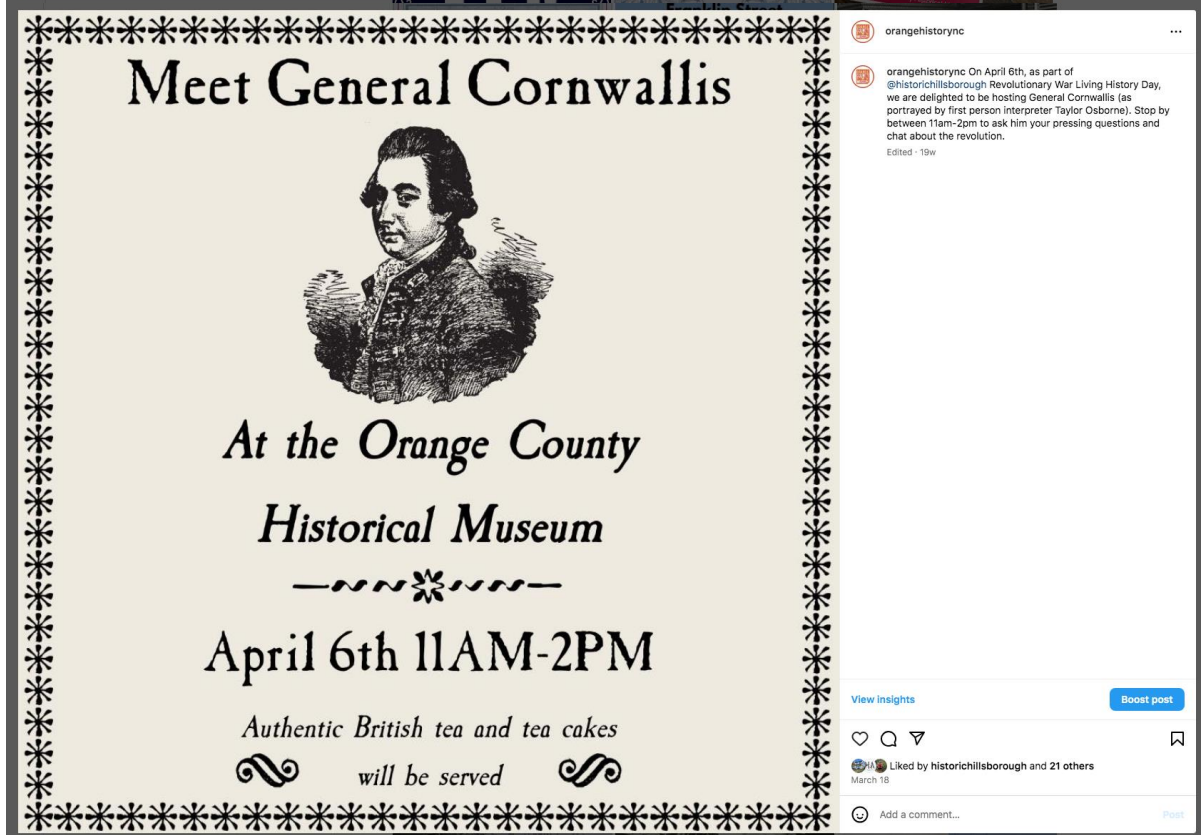
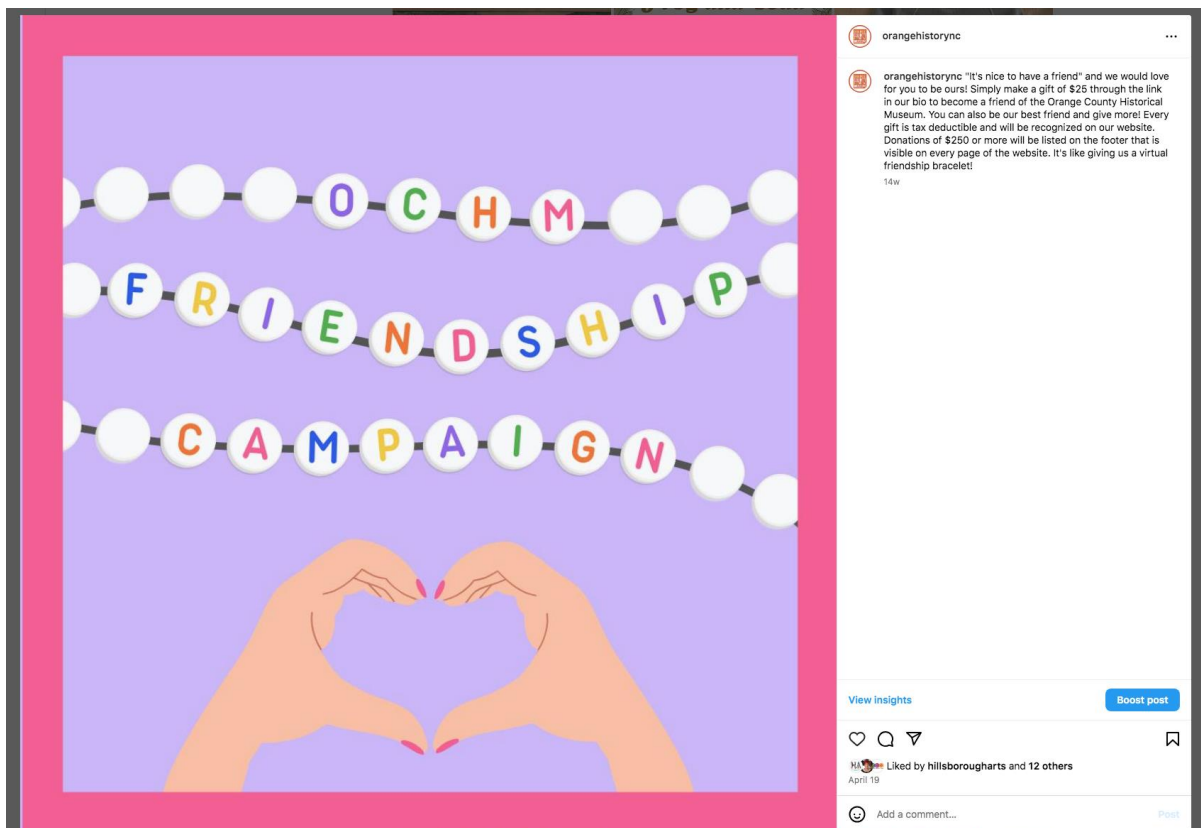
CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:



Date: 7/25/24

Printed Name: Catie Atkinson



“The Road to Brown”

A Documentary about the Events that Led to the 1954 Supreme Court Decision, Brown v. Board of Ed

HIGH COURT BANS SCHOOL SEGREGATION; 9-TO-0 DECISION GRANTS TIME TO COMPLY

McCarthy Hearing Off a Week as Eisenhower Bars Report

June 9 at 3PM

At the Passmore Center
103 Meadowlands Dr.
Hillsborough, NC

Charles Hamilton Houston
“The man who killed Jim Crow”

Film Screening will be followed by a panel discussion

Moderator: **Dr. Freddie Parker**, Professor of History, NCCU
Hon. Anna Richards, Chapel Hill-Carrboro Branch of the NAACP
Betty Eldener, Retired Teacher, Orange County Schools
Jennifer W. Marsh, Civil Rights Attorney, Self-Help Credit Union
Xavier Adams, High School History Teacher, Orange High School
Rep. Renée A. Price, North Carolina General Assembly

Free and open to all
Not intended for young audiences

Presented in collaboration by:

orangehistorync

orangehistorync Join us on June 9 for a film screening in honor of the 70th anniversary of the Supreme Court's decision in Brown v. Board of Education. "The Road to Brown" depicts the brilliant legal strategy that led to the Court's decision and launched the Civil Rights Movement. It is also a moving and long overdue tribute to a visionary but little known black lawyer, Charles Hamilton Houston, "the man who killed Jim Crow."

The screening will be followed by a panel discussion with presentations about the history of desegregation in Orange County and the challenges facing us today. Audience members will have an opportunity to share their experiences and insights.

Free and open to all. Refreshments will be served.

#history #museum #historymuseum #nchistory #historicHillsborough #visitHillsboroughnc #Hillsboroughnc #orangecountync #brownboardofeducation

9w

Orange County Historical Museum & Yonder: Southern Cocktails & Brew

LIBATIONS & LEGENDS

Historic Cocktail Tasting

EXPERIENCE AN 1800S SAMPLE ROOM

3 PERIOD BEVERAGES SERVED

April 24th · 6PM · \$40

Tickets at orangehistorync.org/events

orangehistorync

orangehistorync Tickets are still available! Have you ever wondered what types of alcohol the people of Hillsborough were making and drinking in the late 1800s? Join us for another exciting historic cocktail tasting with @yonderbarnc to find out! Libations & Legends will give attendees a glimpse at what a late 1800s sample room in Hillsborough might have been like. Visit the link in our bio for more information and to purchase tickets.

15w

A friend at work is a reminder
that you are not alone in the
journey



To be a friend of the Museum, simply make a gift of \$25.

You can also be our best friend and give more!

orangehistorync

orangehistorync Every year from April through June, we ask you to kindly help us continue the important work that we do to preserve Orange County history and present innovative exhibits and programs. When you become a friend of the Museum, you provide essential funding and you signify that you believe in what we do. To be a friend of the Museum, simply make a gift of \$25. You can also be our best friend and give more! Every gift is tax deductible and will be recognized on our website. Donations of \$250 or more will be listed on the footer that is visible on every page of the website.

Donations can be made in person, mailed to us at 201 N. Churton Street, Hillsborough, NC 27278 or by visiting the link in our bio.

10w

View insights

Boost post



Liked by hillsborougharts and 14 others
April 4

Add a comment...

Post

Be a Friend of the Museum. Make a gift of \$25
Be our best friend and give more



Exhibits

We present the history of Orange County, from prehistoric times through the 20th century.



Education

We provide free tours for all ages. Kids' Space allows hands-on learning through play.



Preservation

We conserve artifacts to ensure that they will be available for viewing in perpetuity.



Events

We offer a variety of programs including talks, tastings, film screenings, and more.

Help us reach our goal of 1,000 gifts of \$25

Every Friend Receives Recognition on our Website

Gifts of \$250 or more are listed on every page

To pay by check, please fill out the form below and mail to:
201 N. Churton St., Hillsborough, NC 27278

To pay by credit card, bank draft or PayPal, please click on the donate button on our website, www.orangehistorync.org

Yes! I want to support the Orange County Historical Museum

Email _____

Belong to Something
classic insightful moving engaging visionary interactive
challenging informative nourishing creative uplifting innovative
energizing flourishing introspective satisfying
Become a Friend
of the Orange County Historical Museum

and Orange County
ible.

orangehistorync

orangehistorync Our new friendship campaign tri-folds are in! We will be distributing these to supports and have them available at the Museum and at programs. A big thank you to local business Diamond's Infinity Printing Designs, LLC for the beautiful printing! Want to show your support and become a friend of the Museum? Simply make a gift of \$25 or more to the Museum. Visit the link in our bio for more information on how to donate.

#history #museum #historymuseum #nchistory
#historicHillsborough #hillsboroughnc #visitHillsboroughnc

10w

View insights

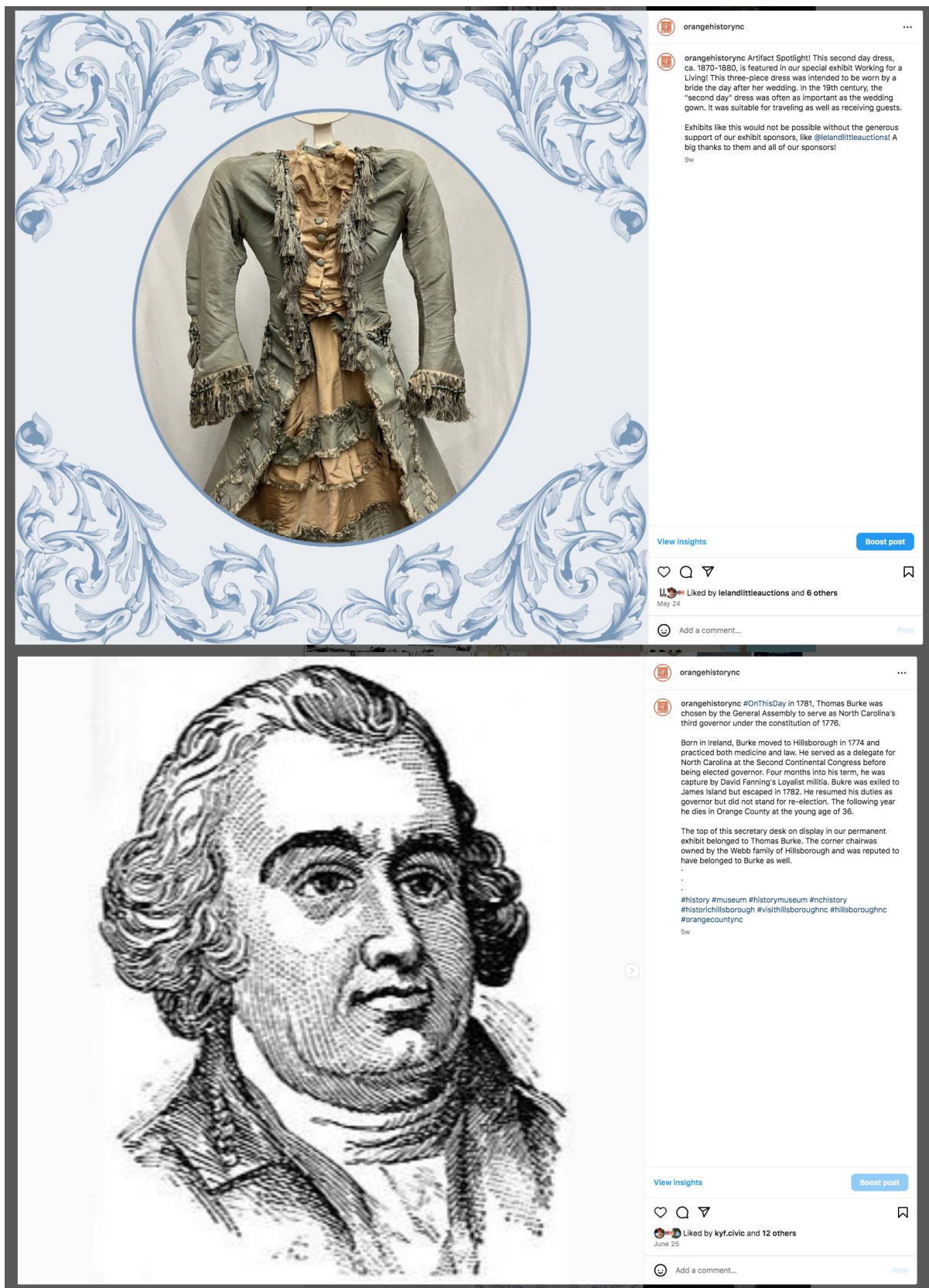
Boost post



Liked by hillsborougharts and 11 others
April 11

Add a comment...

Post



Be Our Friend

Join our Annual Friendship Campaign

Every year from April through June, we ask you to kindly help us continue the important work that we do to preserve Orange County history and present innovative exhibits and programs.

When you become a friend of the Museum, you provide essential funding and you signify that you believe in what we do.

A friend at work is a reminder
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Become a Friend

Help us reach our goal of 1,000 gifts of \$25

Belong to Something

classic insightful moving engaging visionary interactive
challenging informative nourishing creative uplifting innovative
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Become a Friend of the Orange County Historical Museum

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Help us reach our goal of 1,000 gifts of \$25

Exhibits

New Acquisition

1969 State Championship Trophy

To allow more people the opportunity to learn about the Orange High School boys' basketball team's remarkable journey to become state champions, the Orange County Board of Education graciously donated the winning trophy to the Museum.

Beginning May 4, we will have it on display.



Orange County did not begin full integration in its schools until the 1968-9 school year. Tensions were high. But the community was brought together by a group of talented young men who rose above the vitriol, worked together, and won the 1969 North Carolina State Basketball Championship.

Join us for an opening reception on May 4 from 1-3

Free and open to all. Refreshments will be served.

June 9

"The Road to Brown"

A Documentary about the Events that Led to the 1954 Supreme Court Decision, Brown v. Board of Ed

**HIGH COURT BANS SCHOOL SEGREGATION;
9-TO-0 DECISION GRANTS TIME TO COMPLY**

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at 3PM

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Xavier Adams, High School History Teacher, Orange High School

Rep. Renée A. Price, North Carolina General Assembly

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Presented in collaboration by:



**A Film screening in honor of the 70th
anniversary of the Supreme Court's decision in
*Brown v. Board of Education***

"The Road to Brown" depicts the brilliant legal strategy that led to the Court's decision and launched the Civil Rights Movement. It is also a moving and long overdue tribute to a visionary but little known black lawyer, Charles Hamilton Houston, "the man who killed Jim Crow."

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Audience members will have an opportunity to share their experiences and insights.

Free and open to all. Refreshments will be served.

Be Our Friend

Join our Annual Campaign

With you as our friend, we can **Go the Distance!** We only have a few weeks left in our annual friendship campaign! Use the button below to make a donation of \$25 or more, and you'll go from **zero to hero** just like that!

Your donations directly support our exhibits, programs, and educational activities.



To be a friend of the Museum, simply make a gift of \$25.

You can also be our best friend and give more!

Every gift is tax deductible and will be recognized on our website. Donations of \$250 or more will be listed on the footer that is visible on every page of the website.

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Become a Friend

Help us reach our goal of 1,000 gifts of \$25

April 6



**Stop in the Museum any time from 11-2 to chat
with the courteous general.**

Enjoy some very British tea and cakes.

April 24



**In 1894, Hillsborough had something called a
"Sample Room." It was located on S. Churton
Street next to a saloon.**

With the expert assistance of Yonder: Southern Cocktails and Brew, we are going to recreate this sample room and offer you 3 drinks made from the types of alcohol that were distilled in Orange County in the late 1800s. Emcee Eryk Pruitt will provide information about Hillsborough's distilling tradition and the drinks being served.

Another fabulous cocktail tasting event!