

Agenda

Tourism Board Regular Meeting

5:30 PM March 04, 2024

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



1. **Call to order**
2. **Agenda changes and approval**
3. **Minutes review and approval**
[A.](#) February 5, 2024
4. **Presentations**
[A.](#) Alliance (Visitors Center) Q2 Report
[B.](#) Hillsborough Arts Council Q2 Report
[C.](#) Burwell School Q2 Report
[D.](#) OC Museum Q2 Report
5. **Monthly reports and comments**
6. **Adjournment**

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Minutes

TOURISM BOARD

Regular meeting

5:30 p.m. February 5, 2024

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



Present: Meaghun Darab, Vice Chair Victoria Pace, Rainbow Cabbage, Barney Caton, Barry Hupp, Megan Kimball, Smita Patel and Scott Czechlewski

Absent: Eryk Pruitt

Staff: Planning and Economic Development Manager Shannan Campbell

1. Call to order

Vice Chair Victoria Pace called the meeting to order at 5:33p.m.

2. Agenda changes and approval

Pace proposed adding "Election of chair and vice chair" as item 4.A to the agenda.

Motion: Board member Megan Kimball moved to approve the agenda as amended. Board member Barney Caton seconded.

Vote: 8-0.

3. Minutes review and approval

Minutes from regular meeting on December 4, 2023

Motion: Board member Barry Hupp moved to approve the minutes as submitted. Board member Scott Czechlewski seconded.

Vote: 8-0.

4. Action items

A. Election of Chair and Vice-Chair

Pace asked if Commissioner Meaghun Darab should be chair. Campbell said not necessarily that the Board can select the chair, but if she wants to then she could.

Motion: Board member Rainbow Cabbage moved to appoint Pace as Chair. Pace accepted the nomination. Czechlewski seconded.

Vote: 8-0.

Motion: Cabbage moved to appoint Kimball as Vice-Chair. Kimball accepted. Czechlewski seconded.

Vote: 8-0.

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B. Grant Scoring Guide for FY25

Cabbage said the guide should be weighted to reflect priorities stated in the grant's strategic plan to favor events that are held on Sundays, weekday afternoons, or early business hours; serve a diversity of tourists; promote agritourism or wedding venues; or are held in different neighborhoods or commercial areas. She suggested creating a new category and adjusting the weights for Tourism Impact, Sustainability and Marketing, and Proposed Budget. Several members proposed different titles for the new criterion. Czechlewski suggested the board and/or Campbell could wordsmith the document later. Campbell said she could send it out before grants opened the end of the month.

Motion: Cabbage moved to add a new criterion for grant strategic objectives achievement. Hupp seconded.

Vote: 8-0

There was a brief discussion of how to weight the new category and adjust the weight of existing categories. Kimball said the new category was really a subset of Tourism Impact, and it seemed fitting that the two categories be weighted 65% together, reflecting the board's priorities. Caton said he didn't think the Sustainability category should be weighted any less than 25%

Motion: Darab moved to weight the new category as 25%, keep General Information at 5%, and adjust Tourism Impact to 40%, Sustainability to 25%, and Proposed Budget to 5%. Caton seconded.

Vote: 8-0.

There was a brief discussion of what range of scores to give the new category. Members asked Campbell to draft text for the scoring categories to share with the board.

The discussion turned to ways to include West Hillsborough in Tourism Board-funded events, such as the holiday parade and Solstice Lantern Walk. Czechlewski said he considered West Hillsborough part of downtown. He shared that parade organizers had discussed the route in the planning stage and determined it wasn't feasible to route the parade through West Hillsborough due to length. Cabbage suggested the Lantern Walk could be extended into West Hillsborough by closing street access on one block. Campbell said the neighborhood lacks a central gathering place like the courthouse or Riverwalk to end the event, but Eno River Brewing or the Arts Mill might fit that niche. Pace shared that at the last Tourism Development Authority meeting, organizers of Flushfest, held in West Hillsborough, would expand the festival from a Saturday to a full weekend this year. She added that the board could discuss extending the Lantern Walk route with the Arts Council when it gives its next quarterly report.

C. Draft grant timelines/deadlines for FY25

Campbell went over the planned timeline. Czechlewski proposed revising the language surrounding discussion and review of the applications. Kimball asked how long the grant cycle is open and how the grant opportunities are advertised.

Campbell said the town advertises the grants on social media platforms, posts information on the Visit Hillsborough website with a link to the application, and shares information with board members, town commissioners, and the local radio station WHUP to disseminate. Cabbage asked if the Arts Council publicizes the grants. Campbell agreed to inform all contract partners about the grants. Kimball suggested reaching out to local groups like the local NAACP chapter who are not typical applicants.

Cabbage brought up the budget, saying it was unwise to spend all the board's budget and cautioned against dipping into the contingency fund again, as it did last year to fund a special project request from the museum to market its Collecto-Con. Pace noted that even though the board overspent generally, there is a designated pot of money for grants each year. Campbell explained once applications are received, the board will score the applications, decide what to fund, and designate an amount for the grants, which will be a part of the budget adopted in June. She said the board generally allots \$20,000 to \$30,000 to the grant fund, which usually funds two to three grants. She added the board will have to balance money allotted to grants with requests from contract partners. Pace summarized the proposed changes: revise the verbiage around discussing grants and make sure the grants are advertised widely. The board discussed the times allowed for scoring grants and for receiving applications. Caton suggested reducing the time for scoring to one week to allow more time for broader marketing.

Motion: Czechlewski moved to reduce the time allotted for scoring applications from two weeks to one week and extending the window for receiving submissions to six weeks. Cabbage seconded.

Vote: 8-0

Motion: Kimball moved to approve schedule with modification discussed. Board member Smita Patel seconded.

Vote: 8-0

5. Discussion Items

A. Tourism Board Contract Scopes for FY25

Campbell explained the contract scopes are largely unchanged from last year. She said last year the board contracted with the Arts Council to pay \$5,000 for additional staff and miscellaneous expenses for running the gallery and gift shop. The board could choose either to include this item in the council's contract scope or wait for the council to request it again. She also noted last year the board extended a contract to the Chamber of Commerce to organize the holiday parade and tree lighting. Hupp and Patel suggested the board should wait to see if the arts council requests the additional funding again.

Motion: Hupp moved not to include the requested increase in the contract for the Arts Council and to wait until the council asks. Cabbage seconded.

Vote: 8-0.

Campbell pointed out that this wasn't the only increase requested, just the only one that resulted in a new line item, as opposed to an increase in an existing line item.

The discussion moved to the holiday parade. Kimball asked if the tree lighting and the parade could be held on separate dates and if the parade could be held earlier in the day, made more of a pedestrian event, or extended to West Hillsborough. Cabbage said unfortunately there were issues with shutting down nearby roads in West Hillsborough. Czechlewski said he thought the parade went well last year but not the tree lighting, saying noise from a generator made it difficult to hear the music and there wasn't much on the program. He said he was open to holding it as a separate event. Kimball suggested holding it earlier in the day might provide more tourism opportunities. Czechlewski said the parade has been held on Sunday afternoons, and holding it earlier in the day would interfere with church traffic. Asked by Kimball about holding the parade on Saturday, Czechlewski said downtown merchants don't want the interruption, noting it takes hours to line up participants. Czechlewski said the elf race could be scheduled earlier. When Cabbage suggested holding the race on another day along with the tree lighting, Czechlewski said that would require shutting down roads twice during holiday season. Caton suggested the board extend the contract and work out details

later. Pace asked for opinions about extending the contract with the chamber. Czechlewski summarized the expenses for planning, organizing, and advertising the parade. Caton said he thought, based on economic impact, the parade was probably the best \$10,000 the board spent. Pace asked about registration fee for participants. Czechlewski said the chamber charges \$50 for members and \$100 for nonmembers but reimburses that fee for schools and school-associated groups. Pace agreed with Caton that the parade was a good value for the board's money. She concluded that the board had agreed not to include the Art Council's request in its scope and to extend its contract with the Chamber of Commerce for the tree lighting and holiday parade. There was no vote on the latter.

Campbell asked for feedback on the contractor scopes in general. Kimball asked again about separating the holiday parade and the tree lighting. Patel suggested inviting local businesses to hold a holiday market on the day of the tree lighting. Czechlewski said it would be a challenge to find space for a market with so many other activities going on and that it might divert visitors from patronizing local shops. Patel said there should be more of an event than just a tree lighting. Czechlewski agreed, adding there should be choral groups and maybe a band. Cabbage suggested adding a charity event. Campbell suggested having a Santa doing photos. Kimball noted there was a dearth of Santas last season, and the alliance is already planning to have more Santas around town next year.

Campbell asked again for any general comments about the scopes for contract partners. Cabbage suggested adding some component to the solstice walk to include West Hillsborough. Patel asked about the route. Campbell said it was partly determined by the arts market held in River Park. Pace suggested the Arts Council advertise a good place in West Hillsborough to view the lantern, like the pedestrian bridge near Calvin St. Campbell said a lantern-making workshop could be held in the district. Asked by Kimball about how businesses on Nash St. are affected by events held downtown, Cabbage said those events either don't affect business or take business away. Asked by Patel about special events in the district, Cabbage said Eno Arts Mill had started holding its own first Friday events. Pace said the board had provided feedback, but noted none of it will affect the contract scopes.

Cabbage brought up the future of the building housing the Visitor's Center. Campbell said she didn't anticipate the town losing the building but that the County would be asking for more rent to offset the costs of maintenance. Cabbage suggested incorporating the Visitors Center into the Burwell School or the Arts Council to save money. Campbell said there had been multiple discussions about combining partners in the past, but that they all have separate boards and it's been difficult to merge operations. She said the conversation has been not about moving the Visitors Center, because it's a historic site, but pulling the museum out of its building and combining it with the Burwell School or the Visitors Center. Kimball and Caton said the school is located too far from major sites to serve as a visitors center. Kimball noted the school is also exploring state ownership. Asked by Czechlewski about the building, Campbell said the county would probably give it to the town or tourism board. Cabbage said the Arts Council had said it acts like a visitors' center. Campbell said the Burwell school and museum do as well. She said that all contract partners are supposed to provide visitor services and have maps and be able to answer questions about where to eat, stay, shop, etc. Cabbage suggested the \$200,000 a year spent on the Visitors Center might be spent on things with more value. Kimball said that money goes not just to the physical building but to marketing and programming as well. She said many services provided by the alliance through the Visitors Center support the contract partners' sites and their missions. She said this coordination has made Hillsborough a unique place and that other tourism boards come here and want to duplicate what the town is doing. Campbell said the board would talk more about contracts and their specific dollar amounts at upcoming meetings and during budget development.

6. Monthly reports and comments

A. Food & Beverage Tax Report:

Campbell said the town is seeing steady restaurant growth across the board, which could be due to people eating out more or to price increases. She noted there's also been an uptick with third party businesses like delivery services. Caton pointed out that its estimated budget for FY23 was \$400,000 and revenues were \$500,000. Cabbage asked how much the board actually spent in FY23, noting it had to pull money from its contingency fund. Caton said the board knew at the time that revenue would be higher than expected. Campbell reported the board spent \$481,399 last fiscal year. Pace noted that while the board overspent its budget, revenues brought in an additional \$21,000, which was added to the fund balance. Campbell said the town budgets very conservatively, so the next budget she'll present will be less than the anticipated tax revenues, on the off chance that revenues don't grow at all.

B. Board comments and updates

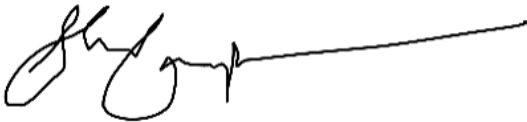
There were none.

7. Adjournment

Motion: Pace moved to adjourn the meeting at 7:06 p.m. Caton seconded.

Vote: 8-0.

Respectfully submitted,



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

Approved: Month X, 202X

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 St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 246,548		
Contract General Information		
Contract Quarter for Report: Q2 Oct-Dec 2023	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

- October: 662
- November: 400
- December: 179

Heritage Education

- Field Trips - 2 in November = 215 students

Events Hosted in Q2

- October: Preservation Walking Tour in partnership with Preservation NC - 40 people
- October: Historic Walking Tours - 13 tickets sold
- October: Evening at Riverrun - Outlandish tour in collaboration with Ayr Mount - 30 tickets sold
- October: Spirits Tours - 27th&28th sold 260 tickets
- November: Revolutionary War-Era Walking Tour
- November: Small Business Saturday & Holiday Parade marketing in collaboration with the Chamber

TOTAL SERVED Q1: 1,292

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 Q2

- Central High Documentary Showing hosted by OC Historical Museum

- In support of our Telling The Full Story initiatives, the Alliance utilized our marketing avenues to assist in promoting the documentary showing and panel discussion.
- Small Business Saturday
 - In partnership with the Chamber, the Alliance developed a digital marketing strategy that focused on spotlighting local business owners with short interviews.
- Hometown Holidays/Gingerbread Stroll
 - The Alliance continues to support the Hometown Holidays mission by creating a holiday “bucket list” handout that showcases the variety of winter-themed events for December. This year, the Alliance reached out to the organizers of the Gingerbread House Stroll to assist in the Stroll's setup and organization.
- Parade & Tree Lighting
 - Running alongside the SBS marketing campaign, the Alliance utilized free and paid channels to enhance better the promotion of the Holiday Parade and Tree Lighting.
- Garden Club town holiday decorating initiative
 - The Alliance welcomed the Garden Club to use the Dickson House grounds as their storage and staging area, along with helping to promote the holiday beautification efforts of their organization via the Visit Hillsborough social media channels.
- Gingerbread or Not at Burwell
 - As an affiliate partner of the Burwell School, The Alliance utilized marketing channels to help better promote their holiday event.
- Solstice Lantern Walk
 - The Alliance offered their manpower in helping to set up the 2023 Solistice Lantern Walk.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 452 (35%)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 843

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):

In collaboration with Shannan Campbell, the Alliance works to focus marketing efforts towards events big or small. However, there is emphasis placed on tourism initiatives that help to encourage overnight stays, such as Hog Day and Last Fridays. We also work alongside the TDA-supported marketing efforts to help either enhance or cross-promote messaging when necessary.

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

See more details in Q2 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

- WRAL Spotlight article - A Day in Hillsborough
- Staycation guide in Raleigh Magazine
- Print ad in the Raleigh Mag Traveler section
- General Ad in Pow Wow Booklet
- WUNC radio ads highlighting unique events

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: 15

How many volunteer hours were logged at the contract partner for this quarter: 250

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

- The Alliance finalized the town sign and two additional educational signs for the Replica Village. The signs are expected to be delivered in mid-February and installed in spring 2024.
- We ended our walking tour season on a high note, with all Outlanidish-themed events selling out and our historic walking tours beating our set average.
- Our marketing efforts in partnership with the Chamber for Small Business Saturday and the parade received an overwhelmingly positive response from shop owners and our social media audience. This project gave the Alliance an opportunity to bond with business owners in a unique way and helped to establish more meaningful conversations on the needs of the community.
- The Alliance also partnered with Preservation NC this quarter. We developed a walking tour that focused on the preservation highlight of our town, with guest presenters at each location. Tour-goers ended up at the Colonial Inn and were invited to stay for lunch. We hosted two tours of 20 people in exchange for free advertising at the conference.

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

- Our programs director submitted her resignation after five years with the Alliance. While her final day was not until January, it meant programming for the end of the year was slim, and major focus was set on finding a replacement.
- Due to conflicts in previous years and partially because of the departure of the program person, the Alliance chose not to hold Pictures with Santa. Rather, we placed our efforts in supporting the many other programs happening in December. We received a lot of feedback on this decision and plan to rehost Santa in 2024.

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 Q2 included

- Radio
 - WHUP seasonal ad (purchased by TDA, managed by AHH)
 - WUNC Winter events promotion
 - WUNC Sunday Show promotion
- Print
 - Raleigh Mag Traveler Guide - Free ad
 - Durham Mag - Relocation guide (purchased by TDA, managed by AHH)
 - Powwow Ad booklet
 - Chapel Hill Mag - Relcation Guide
 - Raleigh Mag Staycation guide
- Digital
 - WRAL spotlight article
- Social
 - Spirits Tours boost
 - Last Fridays/Art Walk boost

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 both on our website and during all free programming. Since much of our programming is collaborative, we do hope folks keep in mind that a certain percentage of proceeds are donated to our partners so we all can continue to work together, delivering quality content and curated experiences.

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

Signature:	Date: 2.6.2024
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: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title:		
<ul style="list-style-type: none"> • Heather Tatreau, Interim Leader • Chelsea Maier, Board Member • Iva Beveridge, Program & Marketing Director (programs@hillsboroughartscouncil.org) 		
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: 2nd Quarter (Oct-Dec)	Amount of Contract Funding: \$7,125/Qtr	

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

- Gallery & Gift Shop: Open 6 days/week
- Last Fridays & the Art Walk: October 27 (Halloween in Hillsborough/Dia de los Muertos, November 24 (Black Friday/Shop Small Weekend)
- Solstice Lantern Walk (See separate special projects grant report for details.)

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 with all art forms. This fiscal year we continue to focus on fostering strong relationships across cultural organizations, businesses, neighborhoods, and schools in Hillsborough and Orange County. This quarter saw increased impact on local artists and businesses through strategic Last Friday & the Art Walk themes.

The 2023 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 as recurring events into their monthly social calendar. This also ensures tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. Our special seasonally themed months have proven successful with October's Halloween/Dia de los Muertos, November's Shop Small Weekend, and December's Solstice Lantern Walk preparations.

This quarter, October's LFAW drew visitors with the consistent elements of the Art Walk, Living Arts Collective in River Park, the Roaming Poets series, and continued Makers Markets. As the LFAW scaled back in November and December for the colder months, additional seasonally anticipated event programming kicked in. The Gallery and Gift shop emphasized shopping local for the holidays and sold lantern-making kits for the yearly Solstice Lantern Walk. The details of these events that positively impacted tourism across Hillsborough are outlined below by month.

- **October:** LFAW's theme celebrated Dia de los Muertos as well as Halloween in Hillsborough, bringing in a broader audience of visitors through cross-cultural collaborations with Monica Meyer, Danza Guerreros Quetzalcóatl, 1,2,3 Puppetry, and CRISA in addition to trick-or-treating with downtown merchants, pumpkin carving and glow walk with Colonial Inn, hayrides with Hillsborough Landscaping Co., the Living Arts Collective, Roaming Poets, and Art Walk openings.
- **November:** LFAW focused on the theme of Shop Small by creating branding and promotion around Shop Small Weekend that then extended into the whole month of December. Black Friday Last Friday, Shop Small Saturday, Artists Sunday, Cyber Monday, and Giving Tuesday were utilized to capitalize on the gift shopping season and resulted in increased sales at the Gallery & Gift shop.

- **December:** The Solstice Lantern Walk (supported by a special project grant) provided an opportunity to create more traffic at the Gallery & Gift shop leading up to the event. Lantern kits were available for sale at the shop, there was a make-and-take table set up, and two lantern making workshops were held. December's light LFAW also allowed staff to begin strategic planning for the 2024 Weekend of Art/Handmade Parade. Internal sessions were held to begin planning for workshops, partner collaborations, event overview, and marketing, with a goal to publicly announce the parade date and launch marketing in January 2024.

In addition to our special events this quarter, we continued operating the G&GS 6 days/week with extended hours every Friday and Saturday evening, staying open until 7pm or later to contribute to Hillsborough's nightlife and offer visitors a fun shopping experience and tourist resource while they are dining out. Volunteers are recruited and oriented through this venue and other local tourism-driving activities are cross-promoted through marketing materials provided on-site.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: ~2,500 *without Solstice Lantern Walk

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~6,000 *without Solstice Lantern Walk

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: 4,490

October: 1159

November: 1515

December: 1816

Tourists/Geographical Data: 75% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 57% 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 (hosted during the Makers Markets that occur May-October).

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.

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, Yonder: Southern Cocktails and Brew, Thomas Stevens Gallery, the Snow Approach Foundation, and Margaret Lane Gallery all hosted poets during LFAW in Q2.
- 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 2023 season - secured their participation in early Feb & shared loose themes for inspiration & awareness of what HAC will be doing to boost visitation; 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 for LFAW during Q2 (October-December) was \$3500. Using the Arts and Economic Prosperity Calculator, LFAW expenditures brought a total of \$15,283 in revenue for the state government and a total of \$10,583 in revenue for local government. 5 FTE positions were supported through our work, and a total of \$112,215 of household income was generated through our expenses. A total of \$257,110 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="\$3,500"/>	<input type="text" value="0"/>	<input type="text" value="\$2,288"/>	<input type="text" value="\$99"/>	<input type="text" value="\$178"/>
AUDIENCES:	<input type="text" value="\$253,610"/>	<input type="text" value="5"/>	<input type="text" value="\$109,927"/>	<input type="text" value="\$10,484"/>	<input type="text" value="\$15,105"/>
TOTAL:	<input type="text" value="\$257,110"/>	<input type="text" value="6"/>	<input type="text" value="\$112,215"/>	<input type="text" value="\$10,583"/>	<input type="text" value="\$15,283"/>

How many volunteers did the contract partner utilize this quarter: 35

How many volunteer hours were logged at the contract partner for this quarter: 319

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:

- October's Season Finale Makers Market and town-wide Halloween activities have always made it a popular event night, but leveraging relationships with artists and collaborators, as well as adding cross-cultural elements of Dia de los Muertos, broadened audiences and increased visitation. We estimate that 3,000 people attended. October's LFAW was the biggest of the season, more than doubling traffic at the Gallery & Gift shop as well as at our information tent and craft booth. The success of this cross-cultural collaboration gives us confidence to continue in this direction. As we plan for the Handmade Parade, we will look to other possible cross-cultural collaborations.
- The Internship Program continues to be a huge success. HAC's second Marketing Intern, Darcy Hall, has chosen to stay with us for a multi-session commitment, extending marketing impact and team bandwidth across programs.
- The Gallery & Gift Shop continues to show year-over-year sales increases. Total sales for 2023 were up 10% from 2022 and total visitation was up 12% this year. Leaning into the holiday shopping season with our November theme of Shop Small helped to make Hillsborough a shopping destination and provided record level income to local artists.
- The Gallery & Gift Shop also continued to show growth in December with the sale of 491 Solstice Lantern Kits.

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, the Solstice Lantern Walk, 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 are invested in working with the Town to explore event parking options that are beneficial to local residents/businesses while also facilitating growth in tourism.
- We have been in the process of hiring a new Executive Director (ED). Throughout this quarter, we have had interim part-time leaders helping to fill-in and support daily operations. This has put a strain on the organization, but staff and board members have been able to successfully maintain operations. A new ED is set to begin on February 1st and will provide an opportunity for growth in programming as we begin a new season.

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
- 2023 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
- 2023 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 Hboro
- 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 (e.g. Dia de los Muertos components, Trick-or-Treating Venues, etc.)
- 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 2023 season

LFAW public-facing web-page for full monthly event details: www.LastFridays.org *Web page currently under construction for 2024.

[HAC Facebook Posts](#)
[HAC Instagram Posts](#)

[Q2 Press Package](#)

HAC Programs in the MEDIA:

Our Q2 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:

HAC continues to foster relationships with donors and sponsors throughout the year. We created a specific social media campaign around Giving Tuesday in November as well as an End of the Year email campaign in December to connect with past donors. Our HAC events and the Gallery & Gift Shop remain a major source of fundraising. Participants are given opportunities to donate through online registrations and in person at event info booths. Community members appreciate a chance to contribute to our impactful programming through an amount of their choosing to ensure accessibility for all community members.

In October, one of our board members hosted an appreciation event for our many donors, sponsors, and volunteers. This gave us an opportunity to thank those who continue to support HAC monetarily or through their in-kind time as volunteers. We also hosted a volunteer appreciation lunch specifically for the Gallery & Gift Shop volunteers in December. Recognitions such as these go a long way toward ensuring longevity of these important contributions.

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 (Interim Leader)

Signature: 

Date: January 29, 2024

Printed Name: Heather L. Tatreau

BOARD CHAIRPERSON	
Signature: 	Date: January 29, 2024
Printed Name: Joshua Collins	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

10.22.23 Restoration of the Burwell School Program

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

Population of your community: Less than 50,000 ▼

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="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text" value="\$955"/>	<input type="text" value="0"/>	<input type="text" value="\$414"/>	<input type="text" value="\$39"/>	<input type="text" value="\$57"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

10.27.23 Last Friday Halloween Event

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

Population of your community: Less than 50,000 ▼

Total Expenses: \$ 34

Total Attendance: 40

CALCULATE

RESET

PRINT

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$34	0	\$22	\$1	\$2
AUDIENCES:	\$1,193	0	\$517	\$49	\$71
TOTAL:	\$1,227	0	\$539	\$50	\$73

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

10.29.23 Singed, Sealed, Delivered Program

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="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text" value="\$358"/>	<input type="text" value="0"/>	<input type="text" value="\$155"/>	<input type="text" value="\$15"/>	<input type="text" value="\$21"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

11.4.23 OCHM History of the Burwell House Program

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="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text" value="\$746"/>	<input type="text" value="0"/>	<input type="text" value="\$323"/>	<input type="text" value="\$31"/>	<input type="text" value="\$44"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

12.3.23 Light Up the Night Parade Event

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

Population of your community: Less than 50,000 ▼

Total Expenses: \$ 3

Total Attendance: 50

CALCULATE

RESET

PRINT

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$3	0	\$2	\$0	\$0
AUDIENCES:	\$1,492	0	\$647	\$62	\$89
TOTAL:	\$1,495	0	\$649	\$62	\$89

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

12.10.23 Gingerbreadly or Not Event

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

Population of your community: Less than 50,000 ▼

Total Expenses: \$ 132

Total Attendance: 17

CALCULATE

RESET

PRINT

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$132	0	\$86	\$4	\$7
AUDIENCES:	\$507	0	\$220	\$21	\$30
TOTAL:	\$639	0	\$306	\$25	\$37

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

12.12.23 Champagne Tasting Event

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

Population of your community: Less than 50,000 ▼

Total Expenses: \$ 817

Total Attendance: 30

CALCULATE

RESET

PRINT

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	817	0	534	23	41
AUDIENCES:	895	0	388	37	53
TOTAL:	\$1,712	0	\$922	\$60	\$94

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two

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 Q2 (Oct-Dec)**

Amount of Contract Funding: **\$21,250**

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 2nd quarter of FY24:

October 2023

- **Restoration of the Burwell Site – October 22** Commissioner and preservation expert Peter Sandbeck presented on the restoration efforts that have allowed our 200-year-old house to remain standing. This program was held in honor of the 60th anniversary of the Historic Hillsborough Commission. In addition to the enlightening presentation, the HHC Research Committee unveiled their brand-new exhibit, *Origins: The Early Years of the Historic Hillsborough Commission*. The program was well attended, with 32 people packed into the tiny South Parlor.
- **Last Friday: Halloween at Burwell – October 27** Burwell offered two programs for October's Last Friday celebration. Earlier in the evening, children were invited to craft their own Halloween masks and enjoy candy on our front lawn. Then, the house opened for a special tour, hosted by interpreters dressed up as Elizabeth Keckly, Anna Burwell, Josiah Collins III, and more. 40 visitors attended this successful event.
- **Signed, Sealed, Delivered – October 29** Burwell was fortunate to host Harry Albert, officer of the North Carolina Postal History Society, for a presentation on the history of women's education through postage stamps. Guests remarked on the amazing collection of postage stamps, which featured stunning artwork.

November 2023

- **Besides the Burwells – November 4** In collaboration with the Orange County Historical Museum, Burwell presented this lecture on the former residents of the property. Courtney Smith discussed her research, compiled during her time as a Burwell volunteer. The Hillsborough Presbyterian Church was kind enough to offer the use of their space as well as light refreshments. 25 guests came out to

enjoy Courtney's entertaining talk.

- **Last Friday: Small Business Black Friday – November 24** The Burwell gift shop opened to visitors as part of the HAC's Last Friday event in November. Visitors could peruse our most popular items as well as our brand-new holiday collection, featuring festive items from King Cobra Apiary in Chapel Hill.

December 2023

- **Hillsborough Holiday Parade – December 3** We are fortunate enough to have a front-row seat to the annual holiday parade. This year, we set up a bake sale, offering homemade cookies and hot cocoa. While the cocoa was less of a success due to the balmy temperature, we welcomed over 50 visitors to the Burwell front porch as we anxiously awaited the first running elf.
- **Gingerbread or Not! – December 10** Families flocked to Burwell to celebrate the holiday season with a gingerbread house workshop. They were treated to cookies, cocoa, candy, and their own personal gingerbread house kit. This event tied in wonderfully with the gingerbread house competition downtown and the Hillsborough Holiday Parade.
- **Champagne Tasting – December 12** The Burwell School collaborated with the Hillsborough Wine Company to present a champagne tasting fundraiser. The evening was a great success, complete with elegant treats and a fun, educational presentation on champagne. Our raffle basket was also a big hit, featuring a gift card donated by Nomad and an expensive bottle of champagne. 30 people attended this event.

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 collaborated with the Orange County Historical Museum and Hillsborough Presbyterian Church to present a program, engaging a broad demographic. In addition, 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 items (i.e.: rack cards) 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 increased digital presence, we also promote and interact with local sites and businesses. This includes reposts on social media and a new section in our monthly newsletter that highlights events at partner organizations.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: **370**

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: **357**

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. Separate sign-in sheets monitored by volunteers track 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 727 visitors in Q2. 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. This quarter, we 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 addition, Burwell partnered this quarter with the Alliance for Historic Hillsborough, the Hillsborough Presbyterian Church, Hillsborough Wine Company, 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: **46**

How many volunteer hours were logged at the contract partner for this quarter: **490**

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:

- **With a full staff, Burwell has been able to plan and host more community events than ever before. We hosted or participated in 8 events in Q2, producing another record quarter of visitor numbers.**
- **Burwell was able to participate in multiple community events this quarter, including the Hillsborough Holiday Parade, Last Fridays, and the Alliance's Holiday Bucket List. We also collaborated with the Orange County Historical Museum, Hillsborough Wine Company, and the Chamber this quarter. Additionally, we connected with other historical organizations such as Historic Stagville and the NC Postal History Society. 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 this quarter, with 3 groups and one large school group. Our visitor services coordinator will continue outreach efforts to build on this success.**
- **The Burwell School maintained steady numbers of visitors through the busy holiday season. We also saw improved holiday sales for the gift shop, restocking our shelves with products from small, local, and/or Black-owned businesses.**

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, Archive Spotlight, and October's Scary Doll Saturday 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 two fundraising events this quarter: Gingerbread or Not! and our champagne tasting. These were both December events and saw plenty of guests full of holiday spirit come through our doors. Gingerbread or Not! was a gingerbread house workshop geared towards children and families. This was intended to be a much smaller fundraiser, looking to break even on the costs of hosting the event more than raising money for Burwell. We sold 14 tickets and grossed \$280. Our champagne tasting event

The Burwell School Annual Fund campaign continued in full force in Q2, with letters sent out to our full list of donors.

Finally, we had a massively successful quarter with our gift shop and group tours. We grossed \$1,245.75, surpassing our Q1 gross profit of \$901.50. 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)

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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	\$	\$	\$	
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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: **N/A**

Date:

Printed Name:

BOARD CHAIRPERSON

Signature:

Date:

Printed Name:

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: 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: 2 nd 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 Q2, 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.

- October 11th – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” at the Passmore Center in Hillsborough. This program was attended by 18 individuals.
- October 14th – Screening of “The Closing of a School: The History and Legacy of Central High School” in collaboration with the Chapel Hill Historical Society at the Passmore Center in Chapel Hill. This program was attended by 35 individuals.
- November 4th – Courtney presented “Besides the Burwells: The Other Owners of Hillsborough’s Lots 152 and 153” in collaboration with the Burwell School at the Hillsborough Presbyterian Church in Hillsborough. This program was attended by 24 individuals.
- November 12th – Doctor Eryk’s Medicine Show historical cocktail tasting event with Yonder Southern Cocktails and Brew. This event was attended by 40 individuals.
- December 2nd – Participated in the Light Up the Night Hillsborough Holiday Parade.
- December 4th – All Must March: Cole Anderson’s Collection of Napoleonic Soldiers exhibit opening. This program was attended by 35 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.

- October 2nd – Roots School
- October 13th – Efland Cheeks Elementary School
- November 9th – A.L. Standback Middle School
- November 17th – Roots School
- December 15th – Roots School

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 242 Orange County Residents (including 164 from Hillsborough)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 427 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): \$38387

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas): 1130

CALCULATE **Reset**

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$38,387	1.2	\$28,110	\$1,358	\$1,644
Nonprofit Arts and Culture Audiences:	\$25,391	0.6	\$12,727	\$1,264	\$1,228
Total Industry Impact: (The Sum of Organizations and Audiences)	\$63,778	1.9	\$40,837	\$2,622	\$2,872

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: 98

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:

Another success the Museum saw in Q2 was another successful screening of “The Closing of a School” a documentary about Central High School and the integration of that school. The screening was held on September 10th at the Seymour Center in Chapel Hill, and saw 35 attendees. The Museum provided support during the creation of the documentary, so it was wonderful to see such a positive reaction from the audience. Additionally, the screening provided an opportunity for attendees to discuss their experiences with integration and racial prejudice in the schools at the time, particularly with Lincoln High School in Chapel Hill as several alumni were in attendance. This screening and discussion helps further the Museum’s goal to help tell the story of all of Orange County’s history.

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. Below is a chart that shows the increase in engagement numbers from 2022 to 2023

	2022		2023	
On-Site Visitors	Q1 - 489	Q2 - 734	Q1 - 750	Q2 - 706
Programs/Events	Q1 - 89	Q2 - 184	Q1 - 447	Q2 - 152
Field Trips	Q1 - 151	Q2 - 7	Q1 - 114	Q2 - 272
Total Engagement	Q1 - 729	Q2 - 726	Q1 - 1,311	Q2 - 1,130

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.

The final success we would like to highlight is the refresh of our Treasure Hunters exhibit with a display of the collection of Cole Anderson who collects Napoleonic War figurines. It has been incredible to see how visitors near and far have connected with this exhibit and how it has introduced so many new people to the Museum. The popularity of this exhibit is what allowed us to extended it with refreshes, introducing new collections for people to view.

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 Q2 was information distributed through our newsletter and social media about Giving Tuesday, encouraging people to consider donating to the Museum, and information about end-of-year giving. Additionally, our historic cocktail tasting event this quarter was a ticketed event and considered a fundraising event as proceeds went to the Museum. Throughout the year we include a link to donate in all e-newsletters sent to subscribers. Additionally, we always have a donation jar and QR code to access our online donation platform at the front desk. All events and programs indirectly support our fundraising efforts, by attracting new supporters and showing existing supporters the types of programs the Museum is able to produce with their support. We consider every program and event a friend-raiser, a way to get people invested in what the Museum is doing so they will hopefully donate in the future.

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

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EXECUTIVE DIRECTOR N/A

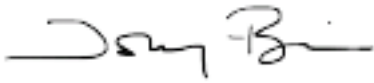
Signature:

Date:

Printed Name:

BOARD CHAIRPERSON

Signature:



Date: 2/23/24

Printed Name: Tonya Bami

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:



Date: 2/23/24

Printed Name: Catie Atkinson

December 14



Join us at the Orange County Historical Museum for an Opening Night Reception

Meet collector Cole Anderson and enjoy some refreshments.

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



Historically Accurate!

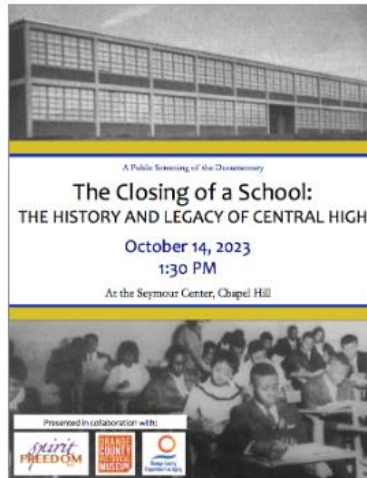
The Museum's treasure hunting journey continues with new displays from **Cole Anderson's** collection of over 3,000 model soldiers.

Cole has been collecting model soldiers since age 7 and has spent countless hours educating himself on all of the particulars about the fighting during Napoleon's reign. He learned the types of thatch and brick used in different locations in 1809, the fabric that was available in Poland for soldiers to repair and replace damaged trousers, and the materials used to make gravestones in Austria (cast iron crosses not wood or stone like in France). He even read about how different plant dyes react to weather to more accurately depict the way that uniforms appeared in the midst of a campaign!

Programs

October 14

1:30PM



Join us for a **free** screening of

The Closing of a School: The History & Legacy of Central High

This powerful film explores the history of Central High School and its importance to the Orange County community. The first section depicts the challenges faced by administrators in establishing the school, along with the community support that resulted in a creating a dynamic and successful educational experience for its students. The second part presents the trials and tribulations of desegregation -- the resistance to desegregation, as well as the bravery and determination of the students facing the backlash. The third section discusses how to properly acknowledge the school's legacy.

The expected running time for the screening is two hours. It will be followed by a short period for the audience to talk to each other and reflect upon what they have seen.

Dr. Iris T. Chapman wrote and directed the documentary. Filmmakers were Teri Bumette and Anya Boume.

At the Seymour Center

2551 Homestead Rd. Chapel Hill

The screening is a collaborative presentation by the Central High Documentary Committee, Orange County Historical Museum, Spirit Freedom, the Chapel Hill Historical Society, and the Orange County Department on Aging.

October 11

2PM

Everything You Should Have Learned in High School About

The Declaration of Independence



An entertaining look at the theory and context behind this important document.

Another chance for you to learn about the history and philosophy behind this important document and to hear the Declaration of Independence translated into modern language.

Free Program at the Passmore Center

103 Meadowlands Dr. Hillsborough

Save the Date

November 11



From the Vault

Video: Childhood Memories of Bellevue Mill w/Janie Morris



Do you know where Monkey Bottom is?

Find out and learn much more about life in West Hillsborough.

In this nostalgic video, Janie Carr Morris shares stories about growing up in Bellevue Mill Village in the 1950s.

[Watch Now](#)

Volunteer Spot

Mary Morrison



Guest Services Specialist **Mary Morrison** has been greeting visitors to the Museum and talking with them about our exhibits for two years now. This past June, we expanded her repertoire, persuading her to portray a ghost in our tour of the Old Town Cemetery. She was amazing!

Retired from Elon University, where she served as the Assistant Dean and Director of the Kernodle Center for Civic Life, Mary also volunteers with the Hillsborough Arts Council. An avid reader, Mary is devoted to her family and a proud grandmother who will gladly show you pictures of her three grandchildren. You may also see her around Hillsborough with her husband Rob Morrison who plays old-time music in Mayo Park on Saturday mornings.

Programs

November 4

3:00PM



Ever wonder who else lived in the Burwell House and how the house changed over the years?

Courtney Smith, the Museum's Exhibits and Programs Coordinator, will talk about the other people who owned the Burwell House during its 200-year history. Her presentation will include:

- The bad behavior which led to owner William Adams' 1825 suspension from the Presbyterian Church
- A scandalous incident in 1829 between attorney Nathaniel Palmer and silversmith Lemuel Lynch (did Palmer move the house across the street?)
- What the house originally looked like and how it changed in 1848 and 1881
- Why Charles Parks (owner from 1874-1895) had three wives...

This free program will be held at

The Hillsborough Presbyterian Church

102 W Tryon Street

Presented in collaboration with the Burwell School Historic Site

Exhibits

Coming Soon

More Collectors!

Our amazing journey with our current special exhibit *Treasure Hunters* has yielded more discoveries. In order to display two new exciting collections that we have found, we will be extending the closing date of the exhibit until mid-February. Opening in December will be highlights from **Cole Anderson's** collection of over 3,000 Napoleonic toy soldiers.



Then in late January, we will feature **Gerald Shanklin's** mask collection.

Stay tuned for more information





On this Giving Tuesday, considering donating to the Orange County Historical Museum to support our mission to enlighten and engage our community and visitors by preserving and interpreting the history of Hillsborough and Orange County. Small museums like use depend on the support of friends like you. Visit the link below to donate.

[Donate](#)

Orange County Historical Museum

201 N. Churton St., Hillsborough, NC 27278

919-732-2201

www.orangehistorync.org

November 11

5PM



Need a Pick-Me-Up?

We've got the cure. for what ails you

The staff at Yonder: Southern Cocktails and Brew will serve up some special tonics and **Eryk Pruitt** will explain the medicinal uses of these drinks and more.

And, while you enjoy the healing properties of these libations, you will be serenaded by the sweet sounds of **Katharine Whalen and her Jug Band**.

I'm feeling better already just thinking about it.

Don't miss out. Tickets will go fast!

At Yonder, Southern Cocktails and Brew

114 W. King St., Hillsborough

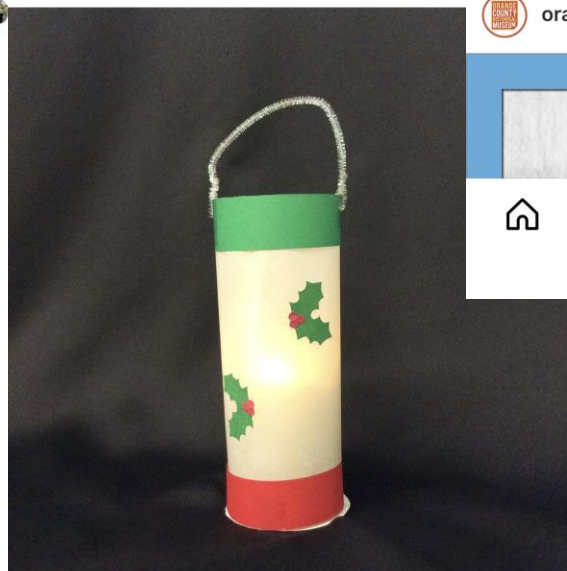
[Buy Tickets](#)



6:04

ORANGEHISTORYNC
Posts

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3 likes

orangehistorync Make a lantern! This Saturday, December 9 at 11:00AM. Stop in the Orange County Historical Museum for this fun, free craft program. For ages 3+. Suitable for carrying at the annual Solstice Lantern Walk.

December 5, 2023

orangehistorync



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