

Agenda

Tourism Board Regular Meeting

5:30 PM August 4, 2025

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



1. **Call to order**
2. **Agenda changes and approval**
3. **Minutes**
 - A. August 4, 2025
4. **Discussion/Action Items**
 - A. Q1 Reports from Contract Partners
 - Alliance (Visitors Center)
 - Hillsborough Arts Council
 - Burwell School
 - OC Historical Museum
 - B. Update on schedule/overview of new 'Jingle and Joy' Holiday Weekend from Chamber/Alliance
5. **Staff updates**
 - A. F&B Tax Report FY25
6. **Board updates/comments**
7. **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

Minutes

TOURISM BOARD

Regular meeting

5:30 p.m. August 4th, 2025

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



Present: Vice-Chair Megan Kimball, Meaghun Darab, Smita Patel, and Eryk Pruitt.

Absent: Rainbow Cabbage, Barney Caton, Scott Czechlewski, Chair Victoria Pace.

Staff: Planning and Economic Development Manager Shannan Campbell
Planning Technician Dakotah Kimbrough

1. Call to order

Vice-Chair Megan Kimball called the meeting to order at 5:34 p.m. Planning and Economic Development Manager Shannan Campbell confirmed the presence of a quorum.

2. Agenda changes and approval

Campbell requested to add item 5c to discuss canceling the September 3rd tourism board meeting, citing potentially low attendance due to its proximity to Labor Day.

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

Vote: 4-0.

3. Minutes

- A. August 5th, 2024
- B. May 5th, 2025
- C. June 2nd, 2025

Campbell explained that the August 5th, 2024, minutes were included because they had not been previously approved due to oversight.

Motion: Vice-Chair Kimball moved to approve all minutes as submitted. Member Pruitt seconded.

Vote: 4-0.

4. Discussion/Action Items

A. Q3 & Q4 Reports from Contract Partners

- Alliance (Visitors Center)

Amanda Boyd presented the Q3 and Q4 report for the Alliance. She highlighted two marketing initiatives:

1. A collaboration with Ral-Eats!, a micro-influencer from Raleigh, focusing solely on food in Hillsborough. This was their first food-focused campaign targeting the Raleigh and Durham audiences.
2. A partnership with Raleigh Wanderlust, which included purchasing a User Generated Content (UGC) package. This provided the Visit Hillsborough with reels and video content from various Hillsborough locations, which they have already used to create several reels.

Boyd also discussed three successful programs from Q3 and Q4:

1. Dram of History: A spin-off of Outlandish, featuring a whiskey tasting and speakers from Western North Carolina. This event was held at the Colonial Inn.
2. West Hillsborough Walking Tours: Attendance improved from 0 last year to 16 this year. They adapted the format to "walk and talks" to address issues with shade and sidewalks.
3. Indigenous Beading Classes: Led by Beverly Scarlett, co-founder of Indigenous Memories, these classes were held at the visitor center and were well-attended.

Boyd presented the annual report, highlighting:

- Over 8,500 visitors to the center, up from about 5,000 last year.
- Top counties for visitors were Wake and Durham.
- Top states were Virginia and California.
- Volunteer hours were tracked to showcase their value.
- Instagram followers grew by 1,700, reaching 9,159 at the time of the meeting.
- Press highlights included a Southern Living digital article and a focused approach with 6 AM Raleigh.

Boyd concluded by mentioning the temporary closure of the Speedway due to recent flooding and its impact on tourism. She introduced the incoming new Executive Director, Dani McIvor, who would be taking over for her when she left later this month. Campbell indicated that there would be a longer introduction later on in the meeting.

- Arts Council

Heather Tatreau presented the Q3 and Q4 report for the Arts Council. She began by thanking the board for the additional \$20,000 support for Last Fridays, which helped them break even on the event. Key points from her presentation included:

- The addition of part-time support staff, including a paid marketing intern and a part-time events coordinator.
- Q3 overview: January and February were used for planning the rest of the Last Friday's year.
- March saw the relaunch of Last Fridays, starting with a "light" version.
- They conducted an open call for the poet laureate position.
- In April, they inaugurated the new poet laureate, Amal Kassir.
- May and June saw the full programming of Last Fridays on the Old Courthouse lawn, including music performances, comedy, and poetry readings.
- The gallery and gift shop had 5,000 visitors in this half of the year, with 67% from outside Hillsborough and 57% from outside Orange County.
- They generated over \$28,000 in income for 50 artists.
- New revenue-generating initiatives included art-making kits sold through the gift shop.

- Burwell School

Emma Vadney presented the Q3 and Q4 report for the Burwell School. Key points included:

- A successful bourbon tasting fundraiser in January with Leland Little and Mark Solomon.
- Two Black History Month programs in February.
- The auction gala in March, which raised over \$30,000 in net profit.
- Participation in Rev War Day with the Alliance in Q4.

- A poetry reading in celebration of National Poetry Month featuring Jackie Shelton Green.
- Collaboration with the Hillsborough Garden Club on their garden tour in May.
- A sold-out tea fundraiser in May featuring Lee Smith and her husband Hal.
- A Juneteenth event in June with Crystal Simone Smith and Dr. Sheila Smith McCoy.

Vadney mentioned the reopening of the schoolhouse after receiving a preservation grant from the Questers organization. They also installed a new TV cart with a digital exhibit about Elizabeth Keckley's life. She noted that the site was closed for about a month due to HVAC issues, which will impact their June and July visitor numbers.

Vadney also mentioned upcoming events, including a star party on August 29th, a fall festival on September 27th, and a kids' event focused on historical dress on October 4th.

- OC Historical Museum

Catie Atkinson presented the Q3 and Q4 report for the Orange County Historical Museum. Key points included:

- 1,497 on-site visitors, 513 people served through programs and events, and 199 students served through field trips, totaling 2,235 individuals served.
- Visitor breakdown: 583 from Orange County (425 from Hillsborough), 456 from North Carolina outside Orange County, 267 out-of-state visitors, and 38 international visitors.
- They hosted an exhibit from the Hillsborough Garden Club celebrating their 100th anniversary.
- In April, they opened a new exhibit called "Score," focusing on youth sports in Orange County history, which saw significant community engagement.
- They participated in Revolutionary War Living History Day with a colonial beauty salon and Lord Cornwallis.
- They held a garden party fundraiser and a Colonial Waffle Frolic & Regulator Debate as fundraising events.
- The museum received two awards at the North Carolina Museums Council Annual Conference.

Atkinson also discussed their upcoming celebration of the 250th anniversary of the Third Provincial Congress on September 6th, which will include academic speakers, a Colonial Market, and a dramatization of the Congress.

5. Staff Updates

A. F&B Tax Report FY25 through May

Campbell reported that food and beverage revenues were down slightly, possibly due to people eating out less and being more conservative in their spending habits. She mentioned that while restaurants still seem busy, people may be foregoing appetizers, desserts, or cocktails to save money.

Kimball added that the food and beverage tax was down, which may affect the available funds for contract partners in the following year if revenues did not rebound.

B. Amanda Boyd leaving the Alliance- Next Steps

Kimball announced that Boyd would be leaving her position at the Alliance. She praised Boyd's contributions, particularly in improving the organization's social media presence. Kimball introduced Dani McIvor as Boyd's successor, mentioning that Dani was selected after a thorough search and interview process.

Dani briefly introduced herself, stating that she had recently completed her PhD in history from UNC Chapel Hill and expressed her excitement about joining the Alliance/Visitors Center, and working with everyone.

Kimball noted that there would be an overlap period to ensure a smooth transition, with Boyd training McIvor on various aspects of the job. She also mentioned that a going-away party would be organized for Boyd.

- C. Campbell suggested canceling the September 3rd Tourism Board meeting due to its proximity to Labor Day and anticipated low attendance.

Motion: Vice-Chair Kimball moved to cancel the September meeting. Member Pruitt seconded.
Vote: 4-0.

6. Board Updates/comments

No board updates or comments were shared.

7. Adjournment

Motion: Member Darab moved to adjourn at 6:27 p.m. Member Pruitt seconded.
Vote: 4-0.

Respectfully submitted,

Dakotah Kimbrough
Planning Technician

Approved: November X, 2025

Q1 FY2025 Tourism Board Report

The Alliance for Historic Hillsborough

THE ALLIANCE FOR HISTORIC
HILLSBOROUGH

VISIT
Hillsborough
WWW.VISITHILLSBOROUGHNC.COM

OVERVIEW SUMMARY DATA ANALYSIS

July Visitors: 235
August Visitors: 361
September Visitors: 494

History Tours:
Hillsborough History Tour (12 Tours): 33
Outlandish Hillsborough (1 Tour): 28
Private Tours: (2 Tours): 32
Rev War Tour (1 Tour): 27
Field Trips : 72 Students

**TOTAL PEOPLE
SERVED: 1282**

Q1

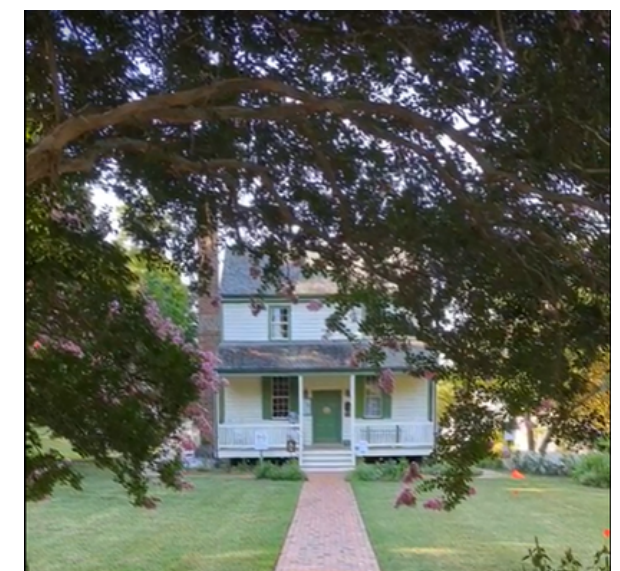
Programs & Events Q1

- HILLS Academy
- Field Trips
- History Walking Tours
- Outlandish Tour

Q1

Events Supported

- Uproar
- Third Provincial Congress
- Last Fridays
- Burwell's Fall Fest
- Walk Fairview Day



ADDITIONAL ALLIANCE PROGRAMS & PROJECTS

OCCANEECHI VILLAGE



After Tropical Depression Chantal caused severe flooding and damage at the Occaneechi Replica Village, the Alliance for Historic Hillsborough quickly mobilized to assist recovery efforts.

Working closely with community partners and the Occaneechi Band of the Saponi Nation, the Alliance made a plan for community work days to restore the site. Additionally, new interpretive signage will be installed soon to enhance visitor understanding and experience.

HILLS ACADEMY



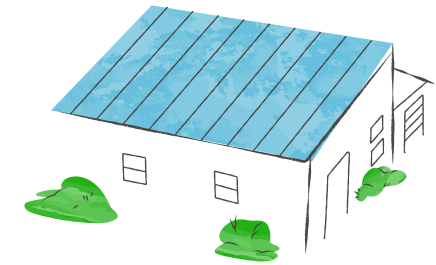
With support from the Richard Hampton Jenrette Foundation, the Alliance created HILLS Academy, a speaker series program focused on historical education. The program features free and ticketed events with local historians and experts, highlighting Hillsborough's past and other topics of interest

TELLING THE FULL STORY



The Alliance has begun planning the second phase of Telling the Full Story, a program dedicated to sharing Black and Indigenous histories of Hillsborough. This next phase will highlight ten new historic sites across town, supported by a tentative funding plan aimed at securing resources to launch the next phase of the project in 2026.

HUGHES ACADEMY/ICE HOUSE STEWARDSHIP



The Alliance for Historic Hillsborough is working with the Board of Education to secure an MOU for Hughes Academy and the Cameron Ice House. This agreement will ensure continued maintenance of both historic sites and allow the Alliance to expand their use for educational programs and community-based historic interpretation.

SUCCESSSES

Collaboration with partners (Especially with 3PC)

Personnel Change, New ED

Marketing & Promotion Collaborations

CHALLENGES

Summer Tour Offerings

HILLS Academy

Wider Community Event Participation



hillsboroughnc

Edit profile

View archive



1,033 posts

9,388 followers

1,126 following

Visit Hillsborough, NC

Come enjoy a small southern town on the banks of the Eno River

150 E King St, Hillsborough, North Carolina 27278

linktr.ee/hillsboroughnc



Local Happen...



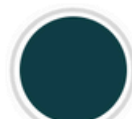
Shop Local



Views



Dine & Drink



Shopping



Historic



Parks & Rec

MARKETING SNAPSHOT

14000

12000

10000

8000

6000

4000

2000

0

Instagram

Facebook

Instagram Audience grew by 560
Facebook Audience grew by 96

Newsletter

Subscribers: 6,285

Open rate averaged 30%

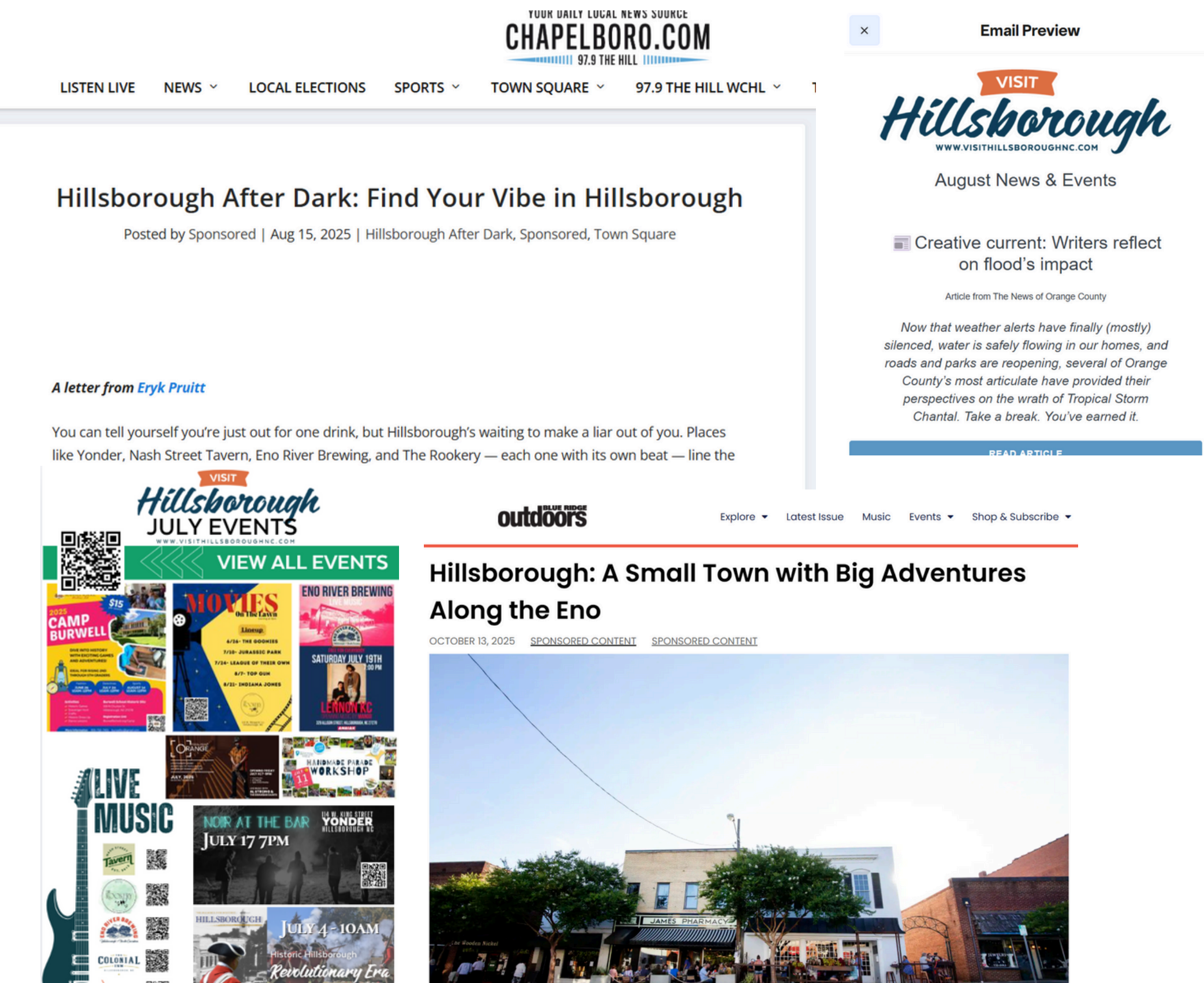
Average Click Rate 300

Website Traffic

Average User Traffic: 16.5k Users

Experience Hillsborough Clicks: 115

OTHER PROMOTIONAL PROJECTS



- The Alliance also supports the creation of advertising and promotional materials designed to boost tourism. Q1 initiatives include:
-
- Chapelboro sponsored content to promote Hillsborough Nightlife
- Organizing a radio spot on 97.9 The Hill
- A featured native ad article in Blue Ridge Outdoors Magazine
- Newsletter and Town Event Flyer
- Ads with WHUP and WUNC
- Content with Durham Mag, Triangle on the Cheap, Triangle Moms on Main, Triangle Weekender
- Influencer Partnerships
- Plans to create a TikTok Account, to go live in Q2



THANK YOU



Hillsborough Arts Council

Q1 TOURISM
BOARD REPORT

FY 2025-2026

WWW.HILLSBOROUGHARTSCOUNCIL.ORG



WWW.VISITHILLSBOROUGHNC.COM

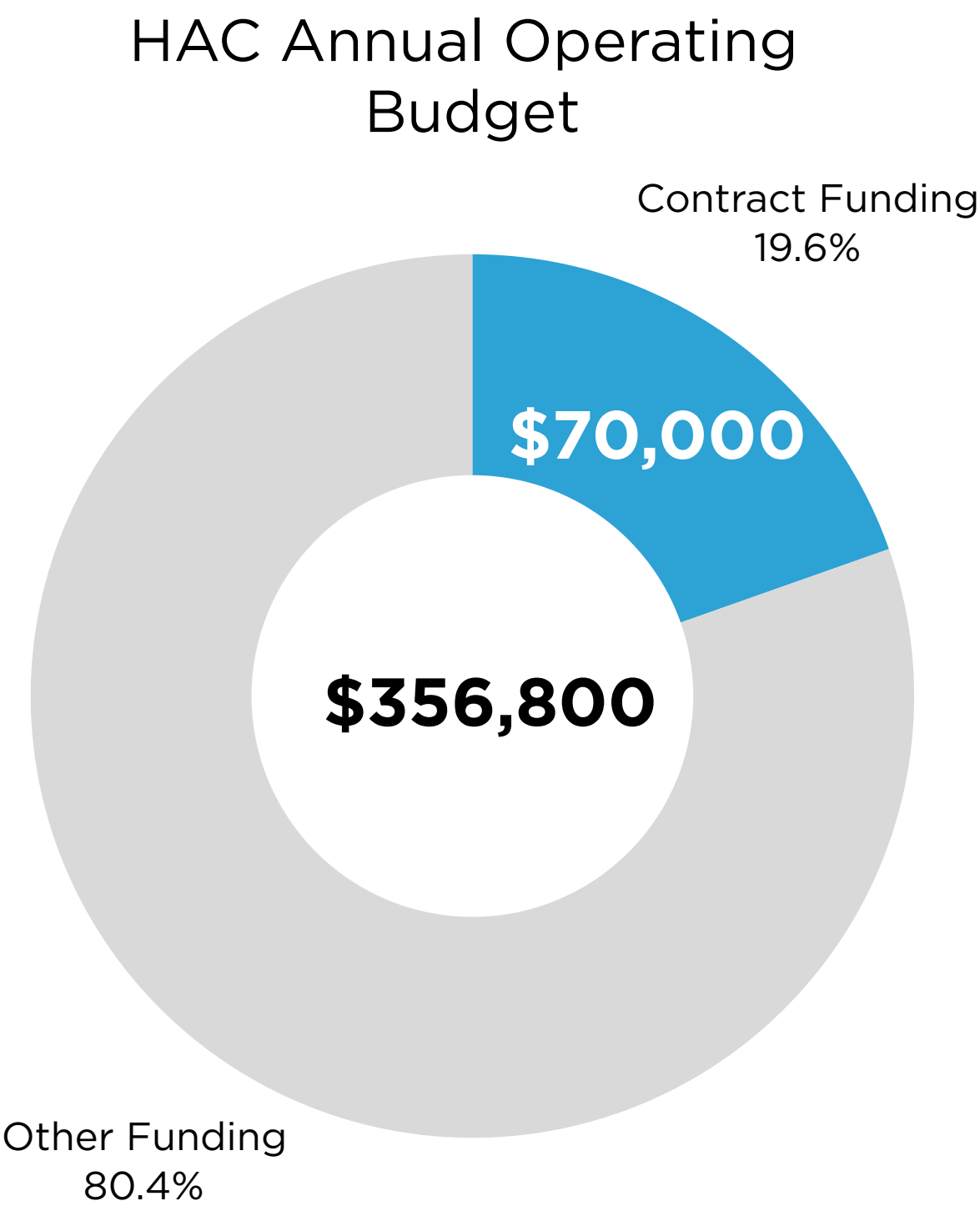
YOUR SUPPORT

Q1 PARTNER CONTRACT (July - Sept 2025)

Contract Contacts

Heather Tatreau
Executive Director

Iva Beveridge
Communications Director



OUR TEAM

3 Interns

5 Staff

3 full-time and 2 part-time

11 Board Members

30+ Partnerships

100+ Volunteers

360+ hours



Q1 EVENTS

Gallery & Gift Shop Open 6 days/wk

3,130 visitors

3 Last Fridays & the Art Walks

6,700 attendees

2 Puppetry Workshops

21 attendees

1 House Concert

40 attendees





ART • CULTURE • COMMUNITY



ON THE OLD COURTHOUSE LAWN...

Programmed by
HILLSBOROUGH ARTS COUNCIL

LIVE ON THE LAWN

15 paid performers
500+ attendees

MAKERS MARKET

73 art vendors
12 community booths

CREATION STATION

150+ participants

HAC INFO BOOTH

260+ attendees engaged
\$315 collected in donations



In collaboration with
30 VENUES



36 Gallery Receptions

28 Venues with Live Music

6 Pop-Up Art Markets

3 Artist Demonstrations

AROUND TOWN...

LAST FRIDAYS



The Shoaldiggers



Taiko Club



The Magic of African Rhythm

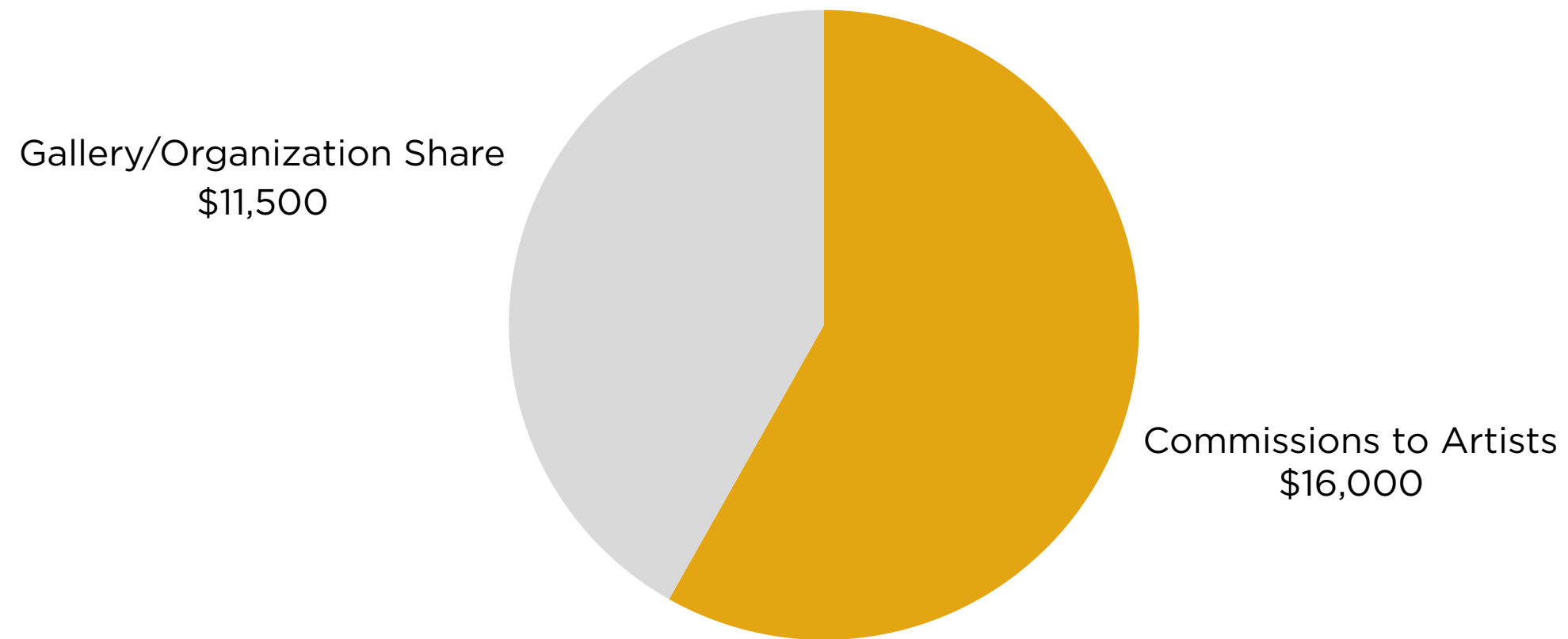




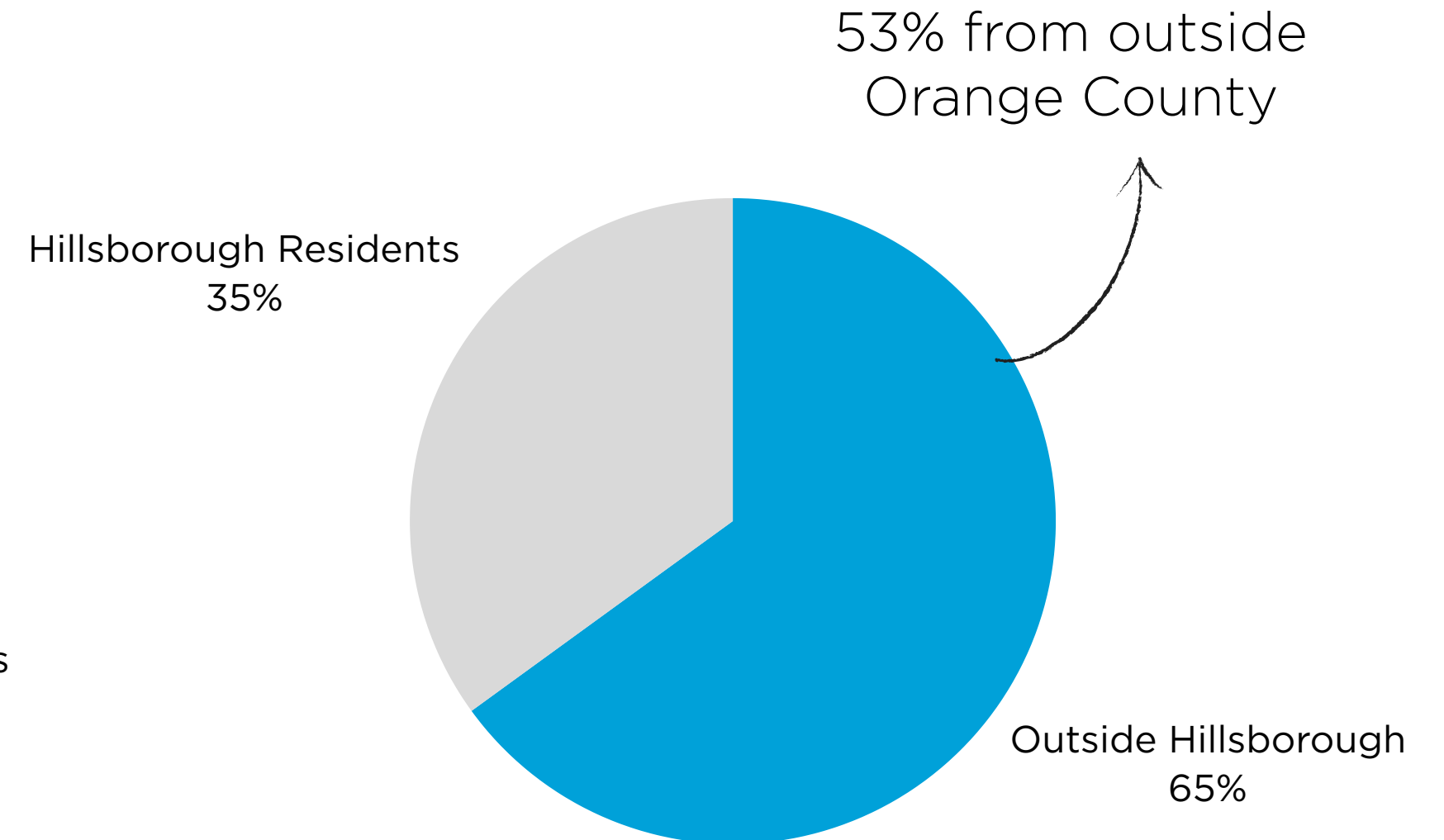
LAST FRIDAYS COMMUNITY FASHION SHOW!



GALLERY & GIFT SHOP



\$27,500
RETAIL SALES



3,130
VISITORS



MARKETING: HAC AS ARTS RESOURCE HUB



1,900
VISITS

WEBSITE



6,500
SUBSCRIBERS

EMAIL



39.8%
OPEN RATE



38.3K
REACH

SOCIAL
MEDIA



176.6K
VIEWS



LAST FRIDAYS COMMUNITY FASHION SHOW!

ARTIST CALL:

Fiber Artists
Clothing Designers
Accessory Crafters
& Other Fashion Fanatics!

Live on the Lawn

Application Deadline:
August 4, 2025

BROUGHT TO YOU BY THE
HILLSBOROUGH ARTS COUNCIL



LAST FRI DAYS & THE ART WALK

September 26, 2025

ART WALK RECEPTIONS

Hillsborough Arts Council Gallery - Glass, Glitz & Sparkle by Dikki Putlin and Joni White + Demo in the Window: Portrait sketch artist Kim Lennox
Coldwell Banker - Milkweed Mosaics by Gitta Hasing
The Little Market - Visions by Beth Bale and William Schaefer
C3 Hillsborough - Worlds Between: Imagined landscapes & Inner Realms by Karen Day
Cedar Grove Law - Found and Forged by Christine Watt
Margaret Lane Gallery - Group shows Our National Treasures and Something to Say... 2025 by men at Orange Correctional Center
Thomas Stevens Gallery - Group show Mostly Harmless Anne & Arthur - Artist Demo: Acrylic painting by Zoe Jane
Hillsborough Gallery of Arts - Serenity in Color by Helen Bower Jones, Ellie Snow, and Pringle Teetor
Hillsborough Artists Cooperative and The Skylight Gallery Group show HOPE: An Exhibit of New Collages + Dinosaur Microcinema: Dry Moon feature film preview
Vintage Dental Arts - Photography by Freeman Long + pottery by Christy Whitehouse of Kiln Goblin Ceramics
Yonder: Southern Cocktails & Brew - Rut by Evan Lister Carlisle & Linny Vintage Jewelry - Hat, Bag and Glove Show!

SPECIAL HAPPENINGS

Old Orange County Courthouse Lawn
5:30-8:30 PM Last Fridays Makers Market & Live on the Lawn: Performance Series
5:30-6:15 PM Live Model Drawing Instructional
6:30-7:30 PM Fall Fashion Show!
7:30-8:30 PM Leila Sadiou + Creation Station Live Sketching
River Park
6-7 PM Living Arts Collective Drum Circle
Eagle Lodge No. 19
6-8:30 PM Free Guided Tours
Cedar Grove Law
6-9 PM 5th Anniversary Celebration!

ART WALK MARKETS

5-7 PM Snow Approach Foundation Fundraising Friday Market + Crafts
6-9 PM Paynter Law Artist Market: Heather Gutierrez (wood-working), River Rabbit's Rabbits (paintings), & Knot Creations (crochet)

FIND THE MUSIC

5:30-7:30 Snow Approach Foundation Clay Tones with special guests High Fall Risk
6-8 PM The Colonial Inn Erik Hawks
6-8 PM Margaret Lane Gallery Brandon Mitchell with Chris Mills
6-8 PM Anne & Arthur Thee Swelltones
6-9 PM Hillsborough Gallery of Arts Jody McCall and Carolina Campfire
6:30-8:30 PM Thomas Stevens Gallery Les Trois Chats
6:30-8:30 PM Hillsborough Wills & Trusts Red Nucleus
7-8:30 PM Paynter Law Houdda El Idrissi
8-11 PM Yonder: Southern Cocktails & Brew All Y'all Country All Stars

LAST FRIDAYS WEST

Whit's Frozen Custard
Flavor of the Day: Kahlua Snickers
Eno River Brewing
4-7 PM Build Your Own Bouquet

Explore 30 participating venues with art receptions, demonstrations, entertainment, and more!

LASTFRIDAYS.ORG

Scan for full details!

UP NEXT... Solstice Lantern Walk & Market

11/5 Solstice Lattern Walk Registration Opens

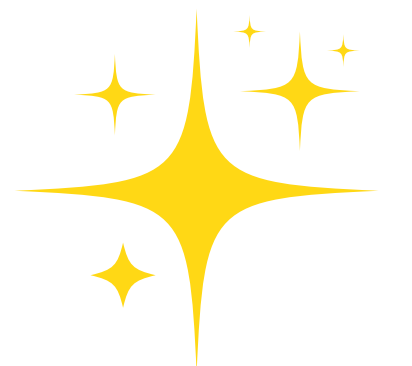
11/5 Lantern Kits on Sale at the Shop

11/15, 11/28 Lantern Making Workshops

11/28 Solstice Trifold with Map Available

11/28-11/30 Shop Small Weekend

12/20 Solstice Lattern Walk & Market





Hillsborough Arts Council Executive Committee

THANK YOU!



BURWELL SCHOOL *Historic Site*

FY26 Q1 REPORT



Basic Information



Organization

Organization Name: Historic Hillsborough Commission

Chair: Matt Hughes

Contact: Emma Vadney, Site Coordinator

Email: burwellsc@gmail.com

Phone: 919-732-7451

Address: 319 N Churton St, Hillsborough, NC

Contract

Annual Operating Budget: \$165,378.00

Contract Period: FY26 July-Sept 2025

Quarterly Contract Funding: \$16,250

Event Highlights

July 2025

- Ashes Lab Presentation and DNA Collection

August 2025

- Uproar Host Site
- Star Party

September 2025

- Jan Irwin Book Release Party

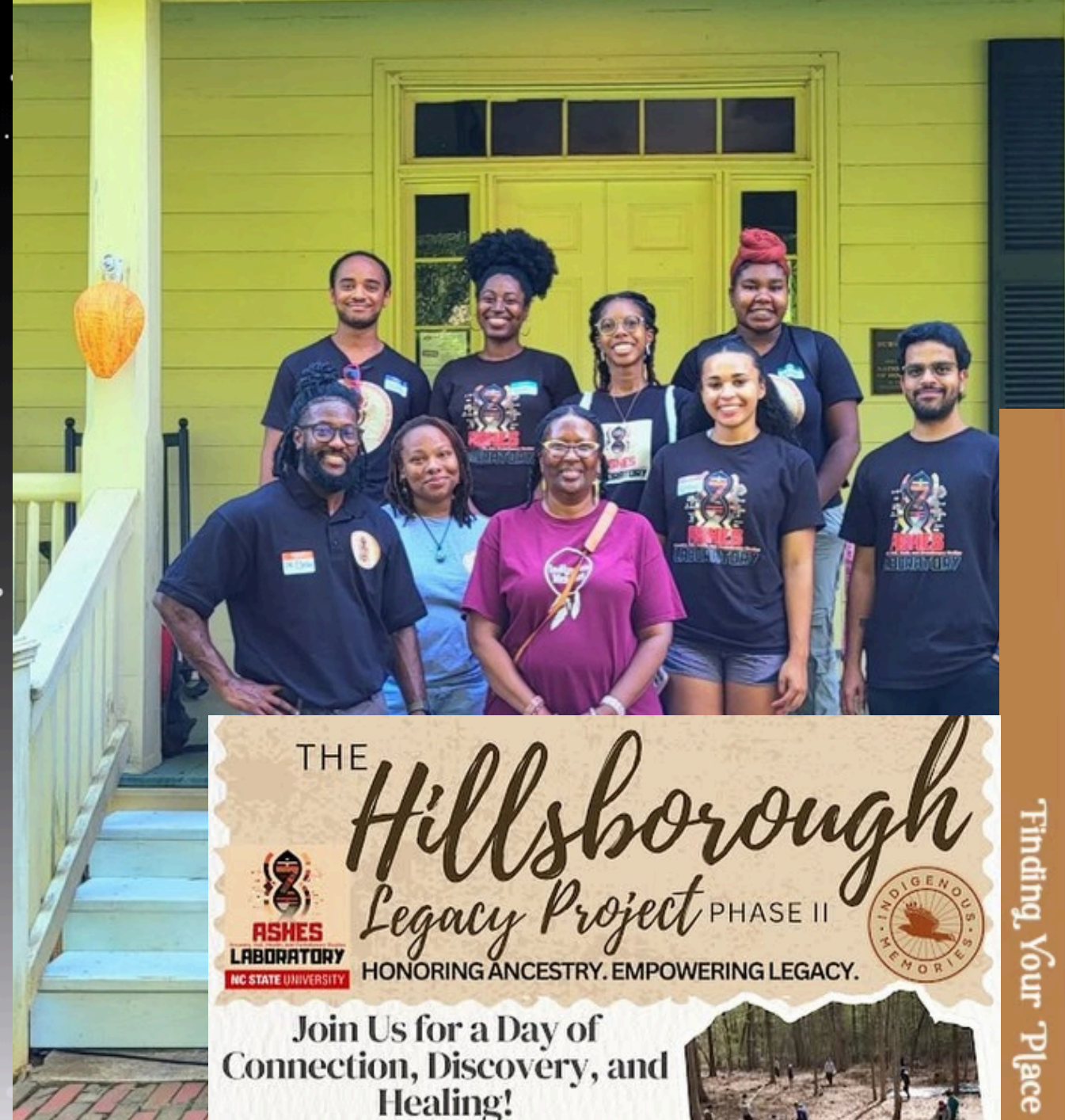


STAR PARTY

AUGUST 16, 2024
8PM - 10PM
BURWELL SCHOOL FRONT LAWN





THE *Hillsborough* Legacy Project PHASE II
 HONORING ANCESTRY. EMPOWERING LEGACY.

Join Us for a Day of Connection, Discovery, and Healing!

This project is open to all residents of Durham, Hillsborough, & Orange County.


What to expect:

- Contribute a saliva sample to explore your genetic ties
- Complete a health & genealogy survey
- Share your story through a community interview
- Connect with others!

JULY 26, 2025
2PM - 6PM

Event Details
 919-513-5900
 The Burwell School Historic Site
 319 N Churton St.
 Hillsborough, NC 27278
www.theasheslab.com | www.indigenous-memories.com

Register Here!



UproarFestNC.com



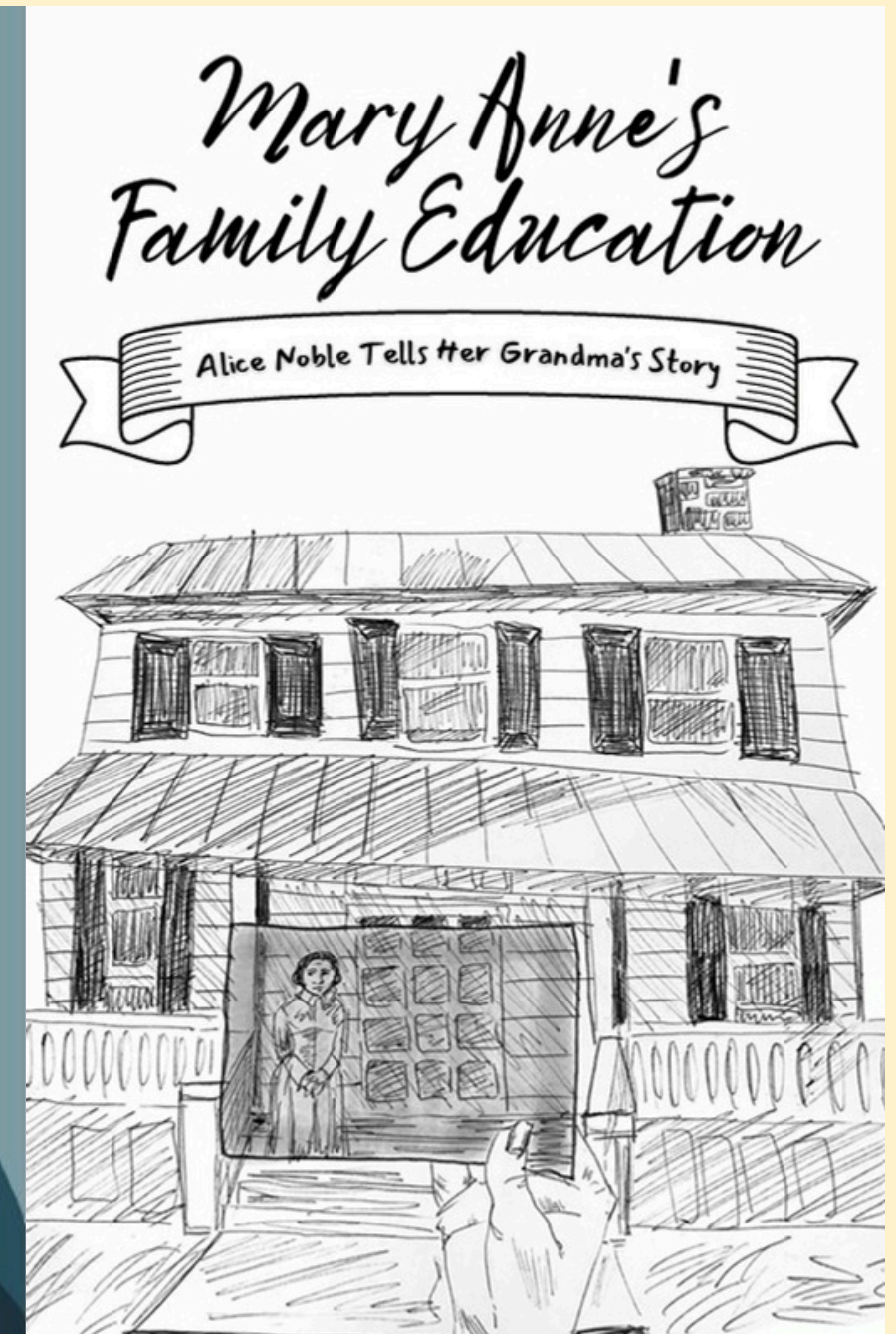
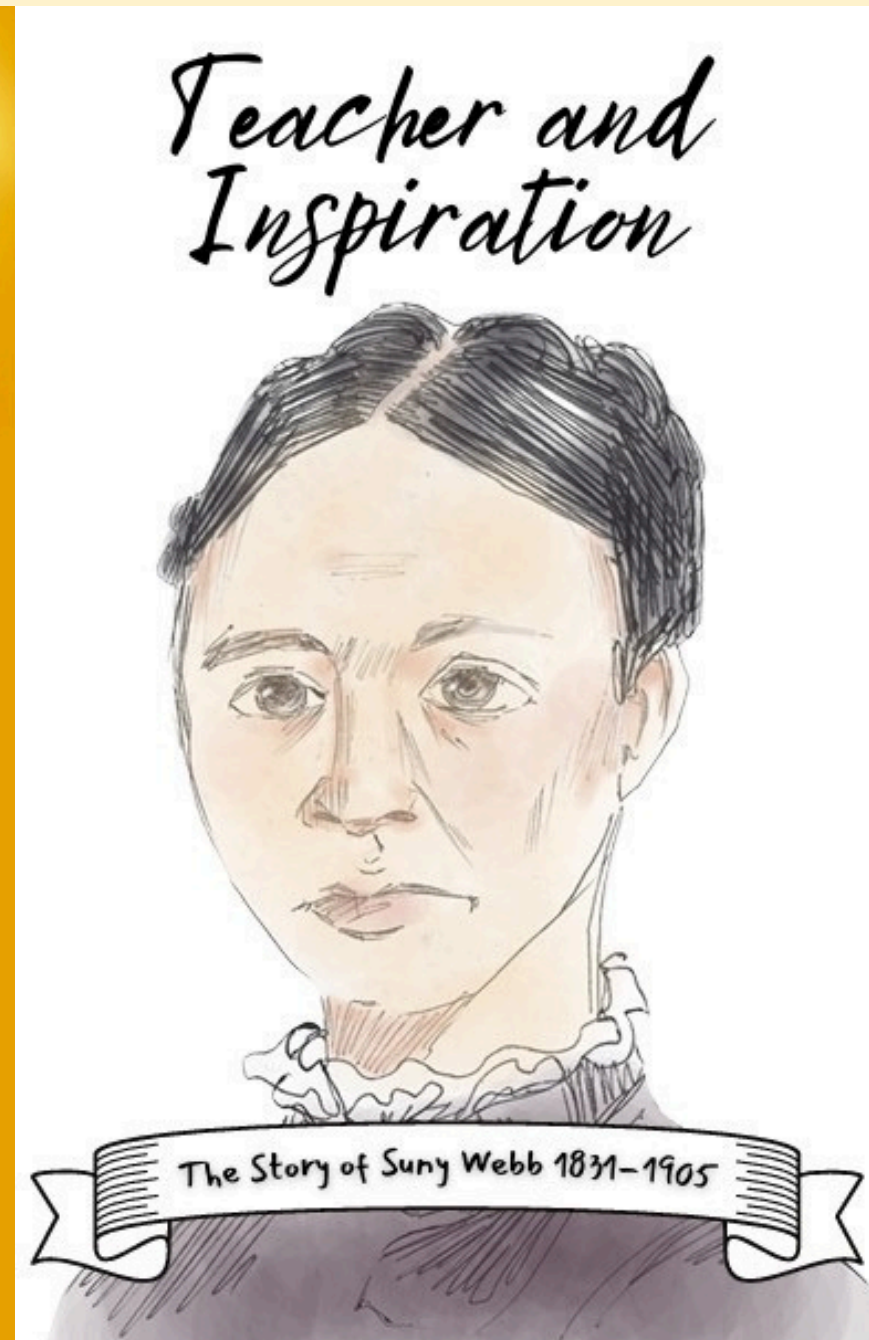
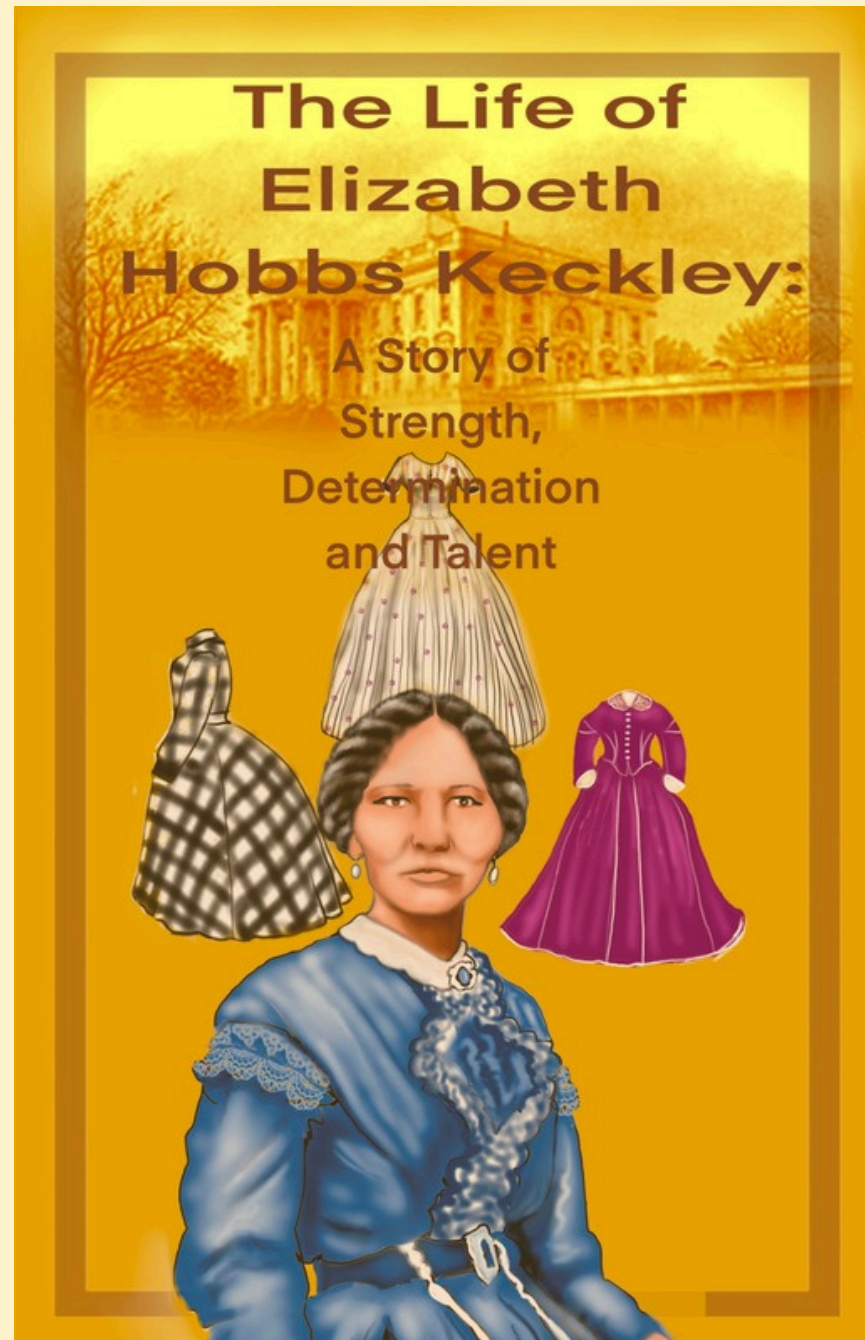
We're an
UPROAR LOCATION!
2025

Finding Your Place

JANICE IRWIN

JANICE IRWIN

Historic Comic Books



HVAC Issues :(



The Burwell School was closed to visitors from June 20 through July 16 due to nonfunctioning HVAC units. This impacted our July visitor numbers and caused us to reschedule several group tours.



Other Updates

Visitor Numbers

Burwell continued to host regular events and saw steady visitor numbers. Our Q1 visitor total was 480. These numbers were impacted by the HVAC closure, regular slow summer crowds, and two rescheduled events due to weather.

Tourists

In FY26, we started a new visitor tracking system that allows us to keep track of visitors from Hillsborough, from other Orange County locations, and from out of town. In Q1, 231 visitors were from Hillsborough, with the other 249 from outside of Hillsborough.

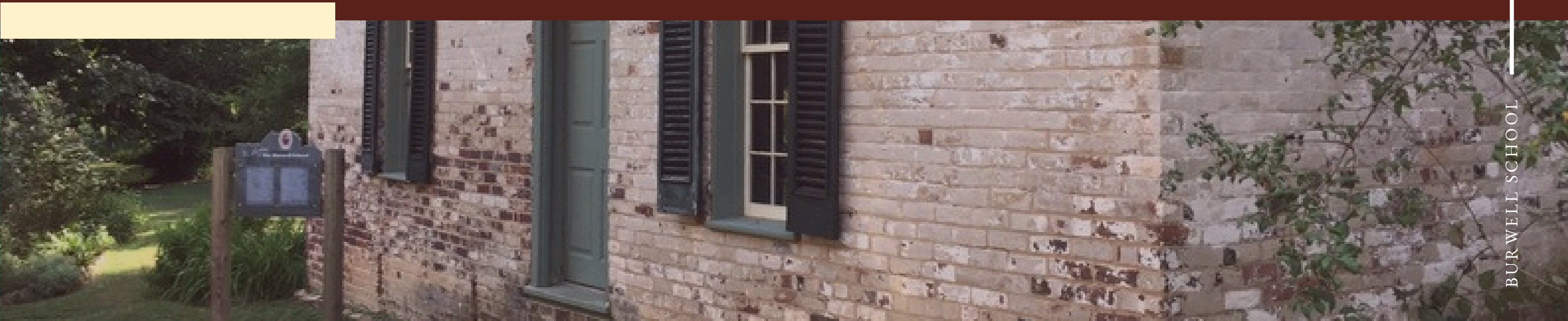
Buildings and Grounds

We have a new groundhog friend! Critter Control has been contracted to repair and finish rodent-proofing the house.



Upcoming Events

- October 24 - Halloween at Burwell
- October 25 - Ashes Lab
- December 6 - Open house 3-8 in alignment with Holiday Nights
- December 9 - Candlelit Toast
- December 14 - Sylvia Hoffert Book Launch





BURWELL SCHOOL
Historic Site

THANK
YOU!

A photograph of a large, multi-story stone building, likely a historical museum, with a prominent portico supported by columns. The image is overlaid with a semi-transparent orange filter. White wavy lines are visible in the top right and bottom left corners.

ORANGE COUNTY HISTORICAL MUSEUM

FY 25-26 Q1 REPORT



FY 25-26 FUNDING

\$59,500

**STAFF
SALARY**

**SUPPLIES
AND
EQUIPMENT**

MARKETING

**THANK YOU
FOR YOUR SUPPORT**





ENGAGEMENT BY THE NUMBERS

ON-SITE
VISITORS:

913

PROGRAMS
& EVENTS

934

FIELD TRIPS

182

TOTAL SERVED

2,029





VISITORS BY LOCATION

HILLSBOROUGH

23%

ORANGE
COUNTY

9%

NORTH
CAROLINA

40%

OUT OF
STATE

25%

INTERNATIONAL

3%



PROGRAMS/EVENTS

A Celebration of The



Transforming Visions of Freedom into Reality

September 6, 2025 · Hillsborough, NC

A day-long celebration featuring academic speakers, a Colonial market, and a dramatization of the congress!



Free and open to the public!

*Visit www.3rdPC250.org
or scan for more info*












PROGRAMS AND EVENTS

COURTNEY'S TALKS

- JULY 14 - COURTNEY AT CAROLINA MEADOWS
 - JULY 16 - COURTNEY AT FIRST BAPTIST CHURCH IN MEBANE
 - JULY 24 - COURTNEY AT GRANVILLE COUNTY SENIOR CENTER
 - AUGUST 1 - COURTNEY AT EAVES FAMILY REUNION
 - SEPTEMBER 7 - COURTNEY AT PITTSBORO
 - SEPTEMBER 15 - COURTNEY AT UPPER ENO HERITAGE ASSOCIATION
- 



EDUCATE AND ENGAGE

FIELD TRIPS

- JULY 22 & 24 - EXPLORE@UNC ARCHAEOLOGY
 - SEPTEMBER 5 - HILLSBOROUGH ELEMENTARY
 - SEPTEMBER 12 - NC STATE
- 

LOOKING AHEAD

An Evening of Piano Music and History

with Robert Buxton

Making classical music come
alive through improvisation,
storytelling, and genuine
connection



Thursday October 16th • 7 PM
Seymour Center
2551 Homestead Road
Chapel Hill

Hosted By



**ERYK'S WORLD OF
PURE IMAGINATION**

COCKTAIL AND CHOCOLATE TASTING

**YOUR GOLDEN TICKET INCLUDES
3 COCKTAILS WITH
CHOCOLATE PAIRINGS**

OCTOBER 22 • 5:30 PM

\$45 PER PERSON

ORANGE COUNTY HISTORICAL MUSEUM

YONDER
SOUTHERN COCKTAILS & BREW

The poster features a man in a top hat and tuxedo, a purple background with a sunburst pattern, and chocolate bars at the bottom corners.

LOOKING AHEAD

Slavery in North Carolina A Two-Part Lecture Series

"The Evolution of the Antislavery
Actions of the Quakers"
with David Haines

November 6th · 6-7 p.m.
Dickerson AME, Hillsborough



"Running for Freedom:
Slave Runaways in NC, 1775-1840"
with Freddie Parker

November 20th · 6-7 p.m.
Dickerson AME, Hillsborough



For more information visit
www.orangehistorync.org/events



THANK YOU
FOR YOUR SUPPORT IN FY 25-26

WE LOOK FORWARD TO SHARING
OUR Q2 ACTIVITIES WITH YOU!

VISIT US!
OPEN DAILY 11AM-4PM
WEDNESDAYS BY APPOINTMENT ONLY



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

Month	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25**	% change	\$ change
July	\$30,453.70	\$31,257.81	\$30,716.14	\$33,289.37	\$30,141.73	\$36,934.94	\$39,681.23	\$50,598.52	\$43,607.55	-14%	-\$6,990.97
August	\$28,976.05	\$30,831.82	\$33,373.27	\$32,927.99	\$27,747.34	\$34,194.86	\$42,952.36	\$44,315.18	\$43,734.23	-1%	-\$580.95
September	\$27,050.52	\$30,232.18	\$30,144.31	\$31,530.78	\$28,978.57	\$32,071.32	\$41,000.07	\$40,292.48	\$45,549.93	13%	\$5,257.45
October	\$29,910.50	\$30,910.25	\$31,212.46	\$32,507.15	\$32,439.75	\$42,225.31	\$47,306.55	\$42,885.73	\$42,100.79	-2%	-\$784.94
November	\$28,563.38	\$28,064.84	\$27,845.69	\$32,791.66	\$26,556.92	\$33,296.27	\$38,487.16	\$31,463.71	\$43,976.03	40%	\$12,512.32
December	\$29,221.43	\$33,632.97	\$34,700.52	\$35,102.52	\$32,051.89	\$32,841.50	\$43,540.72	\$50,623.98	\$46,152.11	-9%	-\$4,471.87
January	\$24,142.18	\$24,189.98	\$30,528.22	\$33,471.34	\$27,658.67	\$31,213.91	\$35,566.32	\$38,269.81	\$40,969.91	7%	\$2,700.10
Feburay	\$26,610.30	\$29,746.09	\$27,012.88	\$27,360.99	\$27,666.32	\$33,829.54	\$45,426.08	\$41,900.67	\$41,065.58	-2%	-\$835.09
March	\$31,319.16	\$35,203.76	\$32,737.49	\$26,125.77	\$33,038.95	\$36,250.16	\$39,965.61	\$42,895.16	\$39,988.80	-7%	-\$2,906.36
April	\$28,317.73	\$31,415.35	\$31,713.63	\$27,325.30	\$34,293.11	\$44,108.70	\$46,018.28	\$57,121.69	\$46,021.65	-19%	-\$11,100.04
May	\$33,371.01	\$31,731.17	\$31,266.83	\$26,026.84	\$34,501.60	\$41,870.82	\$43,563.55	\$53,602.69	\$46,813.42	-13%	-\$6,789.27
June	\$29,256.32	\$35,870.73	\$31,034.18	\$27,227.52	\$33,630.05	\$39,865.00	\$38,687.15	\$43,771.74	\$46,944.61	7%	\$3,172.87
YTD total	\$347,192.28	\$373,086.95	\$372,285.62	\$365,687.23	\$368,704.90	\$438,702.33	\$502,195.08	\$537,741.36	\$526,924.61	-2%	-\$10,816.75

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