

Agenda

Hillsborough Tourism Board

5:30 p.m. March 2, 2026

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



1. Call to order and confirmation of quorum

2. Agenda changes and approval

3. Minutes

January 5, 2026

4. Event Funding Request

A. Town of Hillsborough A250 Event Partnership- \$12,500

5. Presentations

Contract Partner Quarterly Updates & Bi-Annual Reports

- A. Hillsborough Arts Council
- B. Alliance (Visitors Center)
- C. Burwell School
- D. OC Museum

6. Regular Discussion/Action Items

- A. Chair and Vice Chair Appointment(s)
- B. Review/comment on draft grant schedule (Spring 2026 for FY 2027 awards)
- C. Review/comment on Contract Scopes of Work and Scope of Work Response for FY 2027 contract partners

7. Monthly Reports and Comments

- A. Tourism Staff/Visitors Center/OC Visitors Bureau Updates
- B. Tourism Board Member Comments & Updates

8. 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
www.hillsboroughnc.gov | @HillsboroughGov
www.visithillsboroughnc.com | @HillsboroughNC

Minutes

TOURISM BOARD

Regular meeting

5:30 p.m. January 5, 2026

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



Present: Chair Victoria Pace, Vice-Chair Megan Kimball,
Rainbow Cabbage, Barney Caton, Scott Czechlewski,
Smita Patel, and Eryk Pruitt

Absent: Meaghun Darab

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

1. Call to order

Chair Victoria Pace called the meeting to order at 5:31 p.m. with the presence of a quorum.

2. Agenda changes and approval

Motion: Member Caton moved to approve the agenda as presented. Member Patel seconded.

Vote: 6-0.

3. Minutes review and approval

The minutes from November 3, 2025, were presented for approval. No changes were suggested.

Motion: Member Pruitt moved approval of the November 3, 2025, minutes as submitted. Member Czechlewski seconded.

Vote: 6-0.

4. Presentations

A. New board member interview- Spencer Welborn (Eno River Brewing)

Planning and Economic Development Manager Shannan Campbell introduced Spencer Welborn, who had applied to fill a vacant seat for a food and beverage tax remitter on the Tourism Board.

Spencer Welborn introduced himself as co-owner of Eno River Brewing, which opened approximately 2½ years ago. He shared that he has been a Hillsborough resident since 2010 but has had connections to Hillsborough his entire life, having grown up near the Orange County/Durham County line. Before opening the brewery, he worked in higher education at UNC.

Mr. Welborn expressed his interest in getting involved with the community and mentioned that he completed the Government 101 course last fall. He emphasized his belief that Hillsborough offers unique and genuine tourism opportunities compared to neighboring jurisdictions. He noted that he would bring a

valuable perspective to the board, having both grown up visiting Hillsborough for events like Hog Day and now operating a business in town.

Following his presentation, board members introduced themselves to Mr. Welborn. Campbell noted that the Tourism Board would discuss the potential appointment later in the meeting. Campbell welcomed Welborn to stay for the meeting to excuse himself if he had other engagements.

5. Discussion/Action items

A. 2026 Tourism Board Regular Meeting Schedule Adoption

Shannan Campbell presented the proposed 2026 meeting schedule. She noted that unlike some years, there were no conflicts requiring date shifts. There was discussion about a potential conflict with the June 1st meeting, as it falls near Memorial Day weekend. Board members agreed to adopt the schedule as presented, with the understanding they could revisit the June date if attendance issues arose closer to that time. Campbell emphasized the importance of having a quorum for the June meeting due to budget adoption requirements and the need to have a formal public hearing as part of that process.

Motion: Member Caton moved to adopt the proposed 2026 meeting schedule. Member Czechlewski seconded.

Vote: 7-0.

B. FY 27 Initial Draft Budget & FY 25/26 Revenue Comparisons

Campbell presented an initial draft of the FY 27 budget for discussion purposes. She explained that the numbers for contract partners were placeholders from the previous year, as decisions about those allocations would be made by the board during future meetings. She highlighted several potential projects for the board to consider:

- Calvin/Nash Street kiosk cost-share signage project with the Town of Hillsborough, which would place informational kiosks at the new Riverwalk entrance and in the West Hillsborough business district
- A shelter at the main Riverwalk entrance near Weaver Street to provide shade
- Tourism website update, as the current site is functioning but built on an outdated theme that can cause technical issues

Board members discussed revenue projections and the potential deficit of approximately \$50,000 if the budget remained as presented. Member Cabbage suggested that the deficit could be addressed by reducing contract partner allocations proportionally. Member Caton noted that using 10% of the fund balance would not be significant. There was discussion about whether continuing to use fund balance was sustainable in the long term.

Member Czechlewski requested trend data for the fund balance over the past 10 years to help inform decisions. Several board members noted that difficult conversations about allocations would likely occur during the contract partner presentations in upcoming months. Campbell said that she would work on pulling together past data for future budget discussions.

C. 2026 VisitNC365 Conference Attendance (March 16-18 Asheville, NC)

Campbell informed the board about the upcoming VisitNC Tourism Conference scheduled for March 16-18, 2026, in Asheville. She noted that the board typically sends 2-3 members and covers hotel accommodation, conference registration, mileage, and meals not provided by the conference.

Campbell emphasized the value of the conference for networking and learning about state tourism initiatives. Member Caton noted that attendees get advance information about state marketing plans for the year. Several members expressed interest, though Chair Pace mentioned a scheduling conflict with a trip to Japan. Board members discussed accommodation options, including the Grove Park Inn where the conference is being held. Campbell indicated that rooms would be provided at the conference hotel if possible, and if not, nearby accommodation would be made if it was sold out. She indicated that she may not be able to attend this year due a personal schedule conflict, but she asked board members to reach out if they wanted to attend.

6. Monthly reports and comments

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

Campbell reported that January is typically quieter for tourism activities as businesses recover from the holiday season. She mentioned that the Orange County Visitors Bureau did not meet in December, so there were no updates to report.

Member Czechlewski, of the Hillsborough/Orange County Chamber of Commerce, provided an update on the Christmas parade, reporting 92 entries (up from 90 the previous year). He noted some spacing issues during the parade, particularly related to the Hillsborough Cheer Dance and Gymnastics group, which performs during the parade. He also mentioned challenges with parking enforcement along the parade route and difficulties with the exit strategy, as participants did not follow the planned route after completing the parade.

Dani McIvor, of the Alliance for Historic Hillsborough, provided a brief update on the "Tinsel & Traditions" holiday event, reporting that it exceeded sales projections with 270 tickets sold against a goal of 250. The celebration at the visitor center received positive feedback. It was noted that a more detailed report would be provided at a future meeting.

Several board members commented on the success of the tree lighting, the solstice lantern event shuttle service, and the Solstice lantern walk. Member Patel mentioned that the change in the Solstice event format resulted in fewer reservation delays compared to previous years. She said that it worked a lot better to have folks join and leave the walk at their leisure.

B. Tourism Board Member comments and updates

Spencer Welborn excused himself from the meeting as the board discussed his appointment to the vacant food and beverage tax remitter position.

A motion to recommend Spencer Welborn for appointment to the Tourism Board was motioned and affirmed by all.

The board was informed that their recommendation would go to the Town Board for consideration at their next meeting.

Motion: Member Caton moved to appoint Spencer Welborn to the Tourism Board. Member Cabbage seconded.

Vote: 7-0.

7. Adjournment

Chair Pace adjourned the meeting at 6:20 p.m.

Respectfully submitted,

Dakotah Kimbrough
Planning Technician
Staff support to the Hillsborough Tourism Board
Approved: Month X, 202X

DRAFT



Background

July 4, 2026 will commemorate the 250th anniversary of the signing of the Declaration of Independence. Per America250.org – “the journey toward this historic milestone is an opportunity to pause and reflect on our nation’s past, honor the contributions of all Americans, and look ahead toward the future we want to create for the next generation and beyond.” As a historic town with treasured Revolutionary-era significance, this creates an opportunity for a local event to celebrate and remember the past 250 years.

The Town of Hillsborough Board of Commissioners (“Town Board”) provided funding in the FY2026 budget for planning and executing a special event in July 2026 to commemorate America 250 (“A250”). The Town does not have a regular July 4th event, and summer is a historically slow time for local businesses. Special events are not unknown in Hillsborough, and the town regularly hosts thousands of visitors for such experiences as the Last Fridays, Handmade Parade, Christmas Parade, River Park Concert, Hog Day, and Solstice Lantern Walk. All of the current slate of special events are managed by non-profit agencies with some support or sponsorship from the Town. In planning for the July 4th event, the Town has not found an outside agency willing to produce the event.

Concept

The planning framework for our A250 event is keeping with the scale of Downtown Hillsborough. The event will be free to attend (non-ticketed), provide family-friendly entertainment and inclusive historical educational programming, and showcase some of the region’s visual, performing, and literary artists.

In keeping with the values of the community, the event will be inclusive and acknowledge the historical experiences of the native people of Hillsborough as well as the enslaved or otherwise underrepresented populations of the Town during the revolutionary era through present day. This would be a celebration of all people, with emphasis on native people, customs, and culture. Possible partnerships include Occaneechi Tribal Council, Triangle Native American Society, and UNC American Indian Center.

Current ideas include:

- “Headlining” features such as a laser light show paired with local orchestra
- Parade with handmade flags
- Activities and attractions in partnership with Hillsborough historic agencies (OC Historic Museum, Burwell School, Alliance for Historic Hillsborough) and the Hillsborough Arts Council
- Performances, customs, and culinary offerings through partnership with our local Tribal Councils
- Music performances
- Kids’ costume contest, “Your favorite hero from American history”
- Visual artists, dancers, spoken word artists and poets, roaming actors as historic Hillsborough figures (focus on local and regional artists and performers), historical readings and comments from local dignitaries

In order to activate multiple sites in Downtown Hillsborough, as well as to avoid interfering with the Eno River Farmer’s Market which operates from 8am-12pm, we propose craft vendors, food trucks/demos, and smaller stages located on the Courthouse Lawn and the front lawn of the Visitors’ Center earlier in the day. As late afternoon/evening approaches, headlining performances (such as the laser/orchestra show) and larger-scale activities will shift to River Park.

The chart below presents a draft budget that has not been finalized:

Event Element	Budget
Entertainment	\$12,000
Hospitality / Food	\$11,500
Insurance	\$2,000
Miscellaneous	\$1,500
Printing	\$5,000
Publicity	\$500
Site Preparation / Rentals	\$7,500
Sound & Technical	\$5,000
Event Staffing	\$5,000
Total	\$ 50,000

The Town Board has provided \$25,000 for the event, with matching funds requested from the Town's Tourism Board and Tourism Development Authority. In addition to the financial investment, the Town will treat this as a sponsored special event and provide in-kind contributions in the form of security, traffic control, event staffing and trash management (estimated value - \$10,000).

Hillsborough Tourism Board FY2026 Contract Bi-annual Report & Evaluation



Organization Information	
Organization Name: The Alliance for Historic Hillsborough	
Contract Contact Person and Title: Dani McIvor, Executive Director	
Contact Person Email: dani@historichillsborough.org	Contact Person Phone: 919-732-7741
Organization Street Address: 150 E King St.	
City: Hillsborough	State: NC ZIP Code: 27278
Organization's TOTAL Annual Operating Budget: \$318,525.84	
Contract General Information	
July-December Report or January-June? (Mark one)	TOTAL Amount of YEARLY Contract Funding: \$ 267,640.84

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

Visit Hillsborough Initiatives:

Visitor Center & Visitor Services

- AHH ensured the Visitor Center was fully staffed and open to visitors 7 days a week: Monday through Saturday 10-4 and Sundays 12-4
- Maintained public restrooms and historic Dickson House, including grounds and garden maintenance
- Regular updates to VisitHillsborough website, including event calendar updates, landing page updates, business hours updates, and monthly blog posts about events in town
- Creation of town kiosk event flyers and monthly Visit Hillsborough events newsletter
- Visitor Center staff were direct liaisons with visitors in the wake of closures during Hurricane Chantal, helping visitors make alternate arrangements in the wake of closures of outdoor spaces like the Occoneechee Speedway.

Marketing, Visit Hillsborough:

- Regular updates 2-3x a week of VisitHillsborough social media: Instagram, Facebook
- Quarterly collaboration with Chapelboro/The Hill Radio: Digital feature and radio spot highlighting events in town, as well as promotion of local businesses
- Created print ads for Raleigh Mag and Durham Relocation Guide
- Growth of influencer partnership program with KateHikesNC (~207k followers) and planned Q3 collaboration with JoyEatsWorld22 (~50k followers)
- E-Blast e-newsletter event campaign with Triangle on the Cheap, Raleigh Mag, Triangle Weekender, and VisitNC
- Radio advertising with WUNC
- Meta Social Media ad boosts for town events
- Successful social media intern campaign in collaboration with Chamber of Commerce to profile local businesses, food scene, and nightlife in Hillsborough
- Planned social media campaign for Q3 to profile art scene in Hillsborough

Alliance for Historic Hillsborough Events & Programming:

- The Haunting Hour – 205 tickets sold
- Tinsel and Traditions Home Tour - 270 tickets sold/300 Attendees
- Santa Visits & Holiday Fair (Collaboration with Chamber) - ~450 visitors
- Walking Tours (Historic Hillsborough, Outlandish, Rev War) – 106 attendees
- Private tours – 32 attendees
- Field Trips Q1&Q2 – 383 attendees

AHH Supported:

- Downtown Merchant's Trick or Treat
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- OCHM's 3PC
 - Fairview Community Center Walk Fairview Day
 - Shop Small Saturday & Sidewalk Sale
 - Homes for the Holidays Gingerbread Competition
 - Burwell School Ashes Laboratory
 - Uproar
 - Flushfest
 - Moorefields Bluegrass Festival
 - Solstice Lantern Walk

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

All activities funded by the Visit Hillsborough budget are focused on supporting and growing tourism through a wide range of channels, including social media, print, radio, and sponsored content. Our marketing efforts promote primary tourism partners while also showcasing local shops, restaurants, art and music, outdoor experiences, and townwide events that contribute to Hillsborough's appeal. Through consistent storytelling and targeted outreach, we position Hillsborough as an inviting destination for both day trips and extended weekend visits.

In addition to managing and staffing the Hillsborough Visitor Center, we create original marketing content such as reels, graphics, flyers, photo posts, and written features that highlight the character and vibrancy of the community. We also work collaboratively with local businesses, community partners, and event organizers to amplify their messaging through shared campaigns and cross-promotions. When possible, we provide hands-on support by offering guidance on marketing strategies, content creation, and distribution to help ensure events and initiatives reach both residents and visitors.

Contract Partner Tourism Impact

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

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: 3,127

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):

To better understand who we are reaching, we collect basic visitor information at the Dickson House. Guests are invited to share their place of origin upon arrival in a ledger, and when a written sign-in is declined, trained volunteers or front desk staff gather that information through brief conversation. All visitor data is compiled digitally and maintained throughout the year to support reporting on overall attendance and geographic reach.

Attendance for programs and events is tracked using multiple methods depending on the format. Ticketed programs are monitored through Zeffy, which provides accurate sales and participation data. For free programs that do not require advance registration, attendance is measured using a manual click counter to ensure participation is still recorded and reflected in annual totals.

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

VisitHillsborough amplified the marketing of the Colonial Inn through social media, including events, the re-opening of Spencer's Tavern, and holiday specials. VH also used images of the Colonial Inn to promote weekend stays in town.

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

Visit Hillsborough actively connected with local businesses by highlighting them through social media features and promotional posts. In addition to proactive outreach, VH also responded to requests from businesses seeking visibility and support. Visit Hillsborough also extended the reach of community events by promoting a wide range of activities, including retail promotions, creative programs, food truck gatherings, and live music events, helping draw both residents and visitors to participating businesses.

Alliance for Historic Hillsborough: Whenever possible, certain events were intentionally hosted at or in partnership with local businesses, such as holding our Field Trip Crawl at Yonder, in order to strengthen local connections and increase mutual visibility. The Alliance also informs local businesses of our events, and when possible will solicit a collaboration (e.g. a drink special, a themed offering) that is mutually beneficial.

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

TOTAL ECONOMIC IMPACT					
	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$9,613	0	\$6,284	\$273	\$488
AUDIENCES:	\$27,599	1	\$11,963	\$1,141	\$1,644
TOTAL:	\$37,212	1	\$18,247	\$1,414	\$2,132

Tinsel & Traditions – 270 tickets
 Visitor’s Center Fair/Santa Visits – 450 visitors
 Haunting Hour – 205 tickets

How many volunteers did the contract partner utilize: 23

How many volunteer hours were logged at the contract partner: 560 (\$9,884 value)

Bi-annual Reflections

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

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

- The Alliance for Historic Hillsborough successfully reintroduced the Candlelight Tours under the new title Tinsel and Traditions Holiday Home Tours. Ticket sales exceeded projections, demonstrating strong interest in the return of a beloved program paired with a refreshed concept and presentation. The Alliance also partnered with the Chamber of Commerce to align Tinsel and Traditions as part of Jingle and Joy Weekend, bringing together Santa visits, the holiday fair, the tree lighting, the home tours, and the holiday parade into a single coordinated weekend. This collaboration helped create a more immersive holiday experience, encouraged overnight stays, and strengthened holiday tourism. The Alliance looks forward to continuing this collaboration in future holiday seasons.

 - Visit Hillsborough saw strong results from its tourism marketing efforts, particularly through the expansion of influencer partnerships and deeper collaboration with local businesses. Influencer content consistently generated high engagement and expanded Visit Hillsborough's reach to new audiences. Short form video, especially reels highlighting local businesses and major moments such as new openings, performed exceptionally well. For example, the reel announcing the opening of Serratore's received over 30,000 views. Visit Hillsborough plans to build on this momentum by growing its influencer program and continuing to prioritize social media reels and visual storytelling as core components of its tourism marketing strategy. Similarly, VisitHillsborough was able to use our pre-existing wide reach to keep visitors informed, such as offering alternative activities in the wake of the damage of Hurricane Chantal. For example, informing visitors which outdoor spaces were closed, and promoting when they were reopened to the public.

 - The Alliance for Historic Hillsborough continued to experience significant interest in smaller, curated programs instead of just relying on large pillar events like Rev War Day and Outlandish. Events like the Field Trip Crawl sold out quickly and generated demand beyond available capacity, signaling strong interest in more intimate experiences. The Alliance plans to explore ways to scale these smaller programs in a way that is manageable for staff while achieving attendance levels that support financial sustainability. These smaller events also serve as effective tools for promoting larger offerings. Themed experiences, such as a Burns Night dinner that builds excitement for the Outlandish Scottish Festival, help keep the Alliance visible year round and
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maintain engagement between major events.

- The Alliance for Historic Hillsborough successfully collaborated with the Hillsborough Arts Council on an Event Shuttle pilot programming. This shuttle received positive feedback from riders, and allowed ease of mobility between downtown and West Hillsborough. For future events, the Alliance hopes to advertise the shuttle more widely to increase ridership.

- The Alliance for Historic Hillsborough successfully stewarded the repair of the Occaneechi Replica Village during Q1. In the wake of Hurricane Chantal, the village was severely damaged and required extensive repairs and a coordinated volunteer effort to undertake those repairs. The Alliance worked alongside Beverly Payne and other OBSN representatives to solicit volunteers and set up and communicate volunteer workdays. This effort was successful, and the Village was re-opened to the public at the beginning of Q2 2025.

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):

- The initial rollout of the Hills Academy continuing education program did not attract the level of participation the Alliance for Historic Hillsborough anticipated. In response, the Alliance adjusted its approach by shifting away from a semester based classroom model and toward a more flexible and approachable speaker series format. This pivot allowed the Alliance to increase visibility for Hills Academy through standalone events and partnerships, including programs such as the Field Trip Crawl. Through this process, the Alliance learned that establishing clear name recognition and audience familiarity is critical. Building awareness and understanding of a program's purpose and value before asking for long term commitment will be a key focus for future educational initiatives.

- While The Alliance successfully met ticket sales goals for The Haunting Hour in October, the accompanying merchants market on the Visitors Center front lawn drew lower attendance than expected. Many attendees were unaware of the market or did not plan adequate time to visit it. The Alliance sees an opportunity to promote the merchants market as its own attraction rather than solely as a component of The Haunting Hour. By advertising the market independently, the Alliance can reach visitors who may not be interested in the main event but would be drawn to a curated market experience, increasing overall attendance and vendor engagement.

- The collaboration of the Event Shuttle pilot program was executed successfully, but certain aspects left room for improvement. Ridership was estimated to be 150-200 riders, which was lower than anticipated. While HAC advertised the shuttle on their brochures and website, a wider information campaign by Visit Hillsborough about the shuttle and its purpose could help boost ridership during the next event.

Marketing and Sustainability

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

Visit Hillsborough: See marketing outline

The Alliance for Historic Hillsborough: The Alliance for Historic Hillsborough utilized its social media channels to spread the word about events and programming. We also postered around Hillsborough, and shared our events to local calendars in the Triangle area.

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

- The Alliance for Historic Hillsborough developed a targeted fundraising strategy to support the next phase of the Telling the Full Story project. This plan focuses on building partnerships with community organizations, businesses, and supporters to help carry the project forward. By seeking shared investment, the Alliance aims to sustain Telling the Full Story across multiple future cycles and ensure that the work can continue to grow and evolve over time.

- The Alliance also began early sponsorship outreach for the Outlandish festival. Initial conversations have been encouraging, with several potential sponsors expressing interest and support. These sponsorships will allow designated Outlandish funds to stretch further, helping offset program and advertising costs and reinforcing the long term viability of the event. By diversifying revenue streams and strengthening sponsor relationships, the Alliance is laying the groundwork for continued financial stability and sustainable growth for Outlandish.

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

a. Item	b. Amount Needed via Contract Funding in FY26 (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 bi-annual report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.

EXECUTIVE DIRECTOR

Signature (digital is fine): *Dani McIvor* Date: 1/21/2026

Printed Name: Dani McIvor

BOARD CHAIRPERSON

Signature (digital is fine): *Megan Kimball* Date: 1/22/2026

Printed Name: Megan Kimball

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature: Date:

Printed Name:

Hillsborough Tourism Board FY2026 Contract Bi-annual Report & Evaluation



Organization Information		
Organization Name: Orange County Historical Museum		
Contract Contact Person and Title: Catie Atkinson		
Contact Person Email: manager@orangehistorync.org		Contact Person Phone: (919) 732-2201
Organization Street Address: 201 N Churton Street		
City: Hillsborough	State: NC	ZIP Code:27278
Organization's TOTAL Annual Operating Budget: \$151,520		
Contract General Information		
July-December	TOTAL Amount of YEARLY Contract Funding: \$59,500	

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

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

- 7/14 – Courtney presentation at Carolina Meadows, 90 attendees
- 7/16 – Courtney presentation at Mebane First Baptist Church, 34 attendees
- 7/24 – Courtney presentation at Granville Senior Center, 30 attendees
- 8/1 – Courtney presentation at Eaves family reunion, 24 attendees
- 9/6 – A Celebration of the Third Provincial Congress, approx. 700 attendees
- 9/7 – Courtney presentation at Chatham Historical Museum, 42 attendees
- 9/15 – Courtney presentation at Upper Eno Heritage Association, 38 attendees
- 10/1 – Courtney presentation at Durham Orange Genealogical Society, 40 attendees
- 10/16 – Piano program with Robert Buxton, 24 attendees
- 10/22 – Cocktail tasting with Yonder, 26 attendees
- 10/23 – Courtney presentation at Hillsborough Exchange Club, 22 attendees
- 11/6 – Quakers and slavery program with David Haines, 55 attendees
- 11/13 – Courtney presentation at Durham Tech, 30 attendees
- 11/20 – Slave runaways program with Freddie Parker, 44 attendees
- 12/13 – Holiday party and play, 55 attendees

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.

- ??? – Explore@UNC Archaeology
- 9/5 – Hillsborough Elementary School, 108 Attendees
- 9/15 – NC State, 20 attendees
- 10/17 – Efland Cheeks, 90 attendees
- 11/21 – Orange Middle School, 200 attendees

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

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

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

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this part of the year: 270

Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: 800

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

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

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

N/A

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

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

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

TOTAL ECONOMIC IMPACT OF:					
	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$64,700	2.1	\$47,378	\$2,288	\$2,772
Nonprofit Arts and Culture Audiences:	\$73,724	1.8	\$36,952	\$3,669	\$3,566
Total Industry Impact: (The Sum of Organizations and Audiences)	\$138,424	3.9	\$84,330	\$5,957	\$6,338

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: 32

**How many volunteer hours were logged at the contract partner:
566**

Bi-annual Reflections

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

Our biggest success for this period was our large event celebrating the 250th anniversary of the Third Provincial Congress. This was the largest event the current museum staff has ever put on, and it was a roaring success. The event was funded through two grants, one from the America 250 NC initiative and one from the Pope Foundation. The event brought in approximately 700 people to participate in a variety of activities throughout the downtown area. Feedback from the event was extremely positive. We hope to use the momentum from this event to continue to host successful events for years to come (admittedly on a smaller scale).

Another success was receiving yet another award for our project mapping the business of Churton Street. We were thrilled to receive an award from the North Carolina Genealogical Association for Excellence in an Online Resource.

Additionally, the Churton Street project and Exhibits and Programs Coordinator Courtney Smith were featured in a recent edition of Our State Magazine, promoting both the museum and our town as a must visit destination.

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

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

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

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

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

Unique to this period of time was the increase in marketing that was done to promote the Celebration of the Third Provincial Congress event held in September. Thanks to grant funding, we were able to a more substantial marketing campaign in the hopes of attracting a larger crowd. Ads were placed with the following publications and websites:

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

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

Our holiday party and play served as a mini fundraiser for the holiday season. Attendees were encouraged to donate \$5 to attend. This method provide successful, with nearly all attendees donating the minimum or more. This is something we hope to implement for future programs.

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

a. Item	b. Amount Needed via Contract Funding in FY26 (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 bi-annual report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.

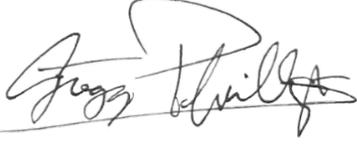
EXECUTIVE DIRECTOR

Signature (digital is fine):

Date:

Printed Name:

BOARD CHAIRPERSON

Signature ( digital is fine):

Date: 1/28/26

Printed Name: Gregg Phillips

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature: 

Date: 1/28/26

Printed Name: Catie Atkinson



orangehistorync

orangehistorync New exhibit alert! Our wonderful volunteers have curated a new mini exhibit. This exhibit showcases some of the tiny treasures from our collection, with magnified photos so you can see every little detail. There are some very unique pieces on display, so make sure to stop by and check it out!

#history #museum #historymuseum #rchistory #historichillsborough #visithillsboroughnc #hillsboroughnc #orangecountync #chapelhill

7w

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👍👤 Liked by judyfranknc and 10 others
December 9, 2025

😊 Add a comment... [Post](#)

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

orangehistorync

orangehistorync Part two of our two-part lecture series on slavery in North Carolina is this Thursday, November 20! Dr. Freddie Parker will present "Running for Freedom: Slave Runaways in NC, 1775-1840." Dr. Parker is an exceptional speaker; this is a program you don't want to miss. This event is free and no registration is required. For more information visit the link in our bio.

#history #museum #historymuseum #nchistory #historichillsborough #visithillsboroughnc #hillsboroughnc #orangecountync #chapelhill

10w

View insights

Boost post



3 likes

November 18, 2025

Add a comment...

Post

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!

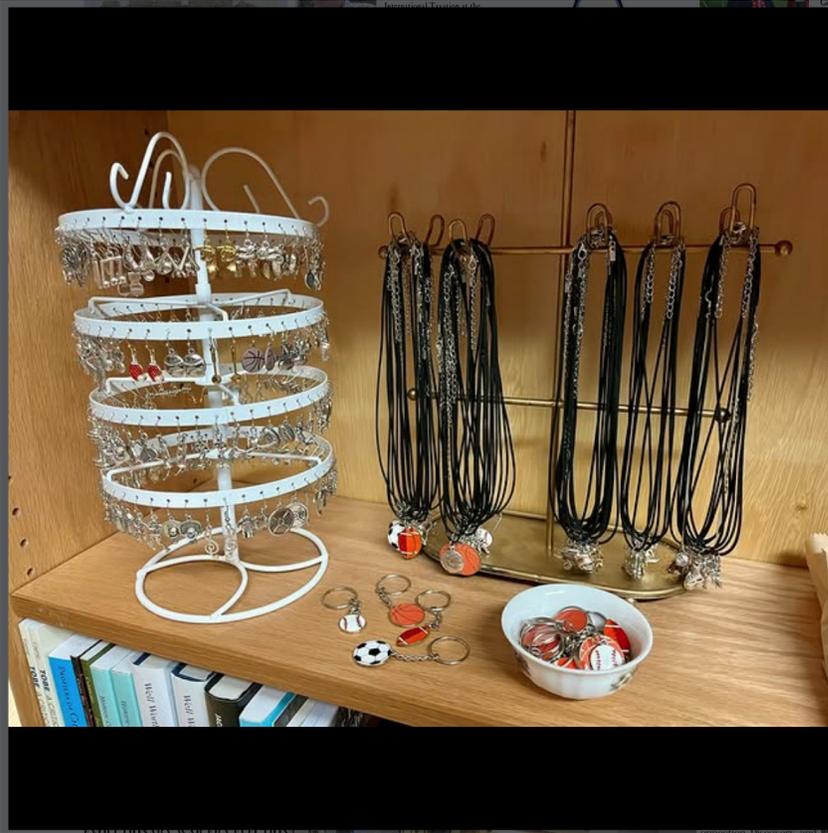


Free and open to the public!

Visit www.3rdPC250.org

or scan for more info





orangehistorync

orangehistorync 🎉🎉 New in the gift shop! 🎉🎉 A huge thank you to @carlisleandlinny for supplying us with these super fun earrings, necklaces, and keychains-themed to our special exhibit SCORE! Pick up a piece to rep your favorite sport!

#history #museum #historymuseum #nchistory #historichillsborough #visithillsboroughnc #hillsboroughnc #orangecountync #chapelhill

24w

carlisleandlinny We love supporting yall!!

24w Reply

carlisleandlinny 🍀🍀🍀

24w Reply

[View insights](#) [Boost post](#)

👍👍👍 Liked by hillsboroughnc and 9 others

August 12, 2026

🗨️ Add a comment... [Post](#)

The Orange County Historical Museum

Event Recap



Photos by Jim Herrington, Hillsborough Photography

Thanks!

After a year of planning, the celebration of the Third Provincial Congress was held on September 6th and it was a triumph.

Approximately 700 people enjoyed the festivities that included academic speakers, re-enactors, museums and civic groups from around the state, and costumed interpreters. The programs were enlightening and downright fun. Attendees learned a lot and had a blast.

We thoroughly appreciate everyone who made the day a huge success

The Holiday Reunion
A Play by Courtney Smith

Join the Orange County Historical Museum for a festive reader's theater and holiday party!

December 13th
4:30 PM
Hillsborough United Methodist Church
130 W Tryon Street

Suggested \$5 Donation

orangehistorync We hope to see you all tomorrow for our holiday party and festive reader's theater presentation!

Reservations are not required but will assist us in planning. To reserve a space please email: programs@orangehistorync.org

#history #museum #visithillsboroughnc #historymuseum #hillsboroughnc #hchistory #historichillsborough #orangecountync #chapelhill

6w

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December 12, 2025

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Programs

December 13

The Holiday Reunion
A Play by Courtney Smith

Join the Orange County Historical Museum for a festive reader's theater and holiday party!

December 13th
4:30 PM
Hillsborough United Methodist Church
130 W Tryon Street

Suggested \$5 Donation

Our Annual Holiday Party

Put on Your Boogie Shoes!

We decided to have a little extra fun this year at our **annual holiday party** by presenting a play which takes a comedic look at holiday traditions and family reunions. The play will be presented as readers theater and will feature talented community members. It's set in Hillsborough in the early 2000s. Join the Browns and the Whites as they gather for food, entertainment, and lots of family gossip.

The cast will be comprised primarily of members of the **Orange Community Players:**

- Wendy White – Claire Tong
- Lou White – Tess McCracken
- Zoe White – Elliana Harrell
- Sam Brown – Emma Corliss
- Artie Brown – Bob Sharpe
- Charlie Brown – Steven Burke
- Bill Brown – Jonathan Young
- Jack Brown – Ron Weisenfeld
- Rachel White – Barb Young
- Kim Brown – Margot Johnson
- Maggie Brown – Barbara Younger
- Paige White – Tonya Brami

Join us from 4:30-6:00 PM at the **Hillsborough United Methodist Church**, 130 W Tryon Street (at the end of our block. Parking on N. Wake Street).

In Person at Dickerson AME

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

Join the Orange County Historical Museum for
a lecture series on slavery in North Carolina.

"The Evolution of the Antislavery Actions of the Quakers"

with David Haines

David Haines is an Associate Professor Emeritus of Chemistry at Wellesley College. Professor Haines is an avid collector of printed and manuscript material on the history of the Religious Society of Friends. His collection, numbering more than 16,000 items, was recently honored by the Friends of the Wellesley College Library. He serves on the revision committee for the book of Faith and Practice for the New England Yearly Meeting of Friends. In 2012, Professor Haines and his wife, Nancy, co-chaired (both the organizing committee and the conference itself) the Friends General Conference Gathering, the largest annual gathering of Quakers in North America. Beginning during his recent sabbatical at Duke University, Professor Haines has become intrigued by the art and chemistry of hand thrown pottery.

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

with Freddie Parker

Dr. Freddie Parker was born and reared in Hillsborough, North Carolina. He received a B.A. in History from North Carolina Central University in 1975, an M.A. in History from NCCU in 1977, and a Ph.D. in American History from UNC-Chapel Hill in 1987. He is currently Professor Emeritus and former Julius L. Chambers Endowed Professor of History at North Carolina Central University in Durham, N.C. He taught American, African American, and African History at North Carolina Central University for thirty-nine (39) years. He is author of the books "Running for Freedom: Slave Runaways in NC, 1775-1840" and "Stealing a Little Freedom: Advertisements for Slave Runaways in NC, 1791-1840."

No Reservations Required

October 22

**ERYK'S WORLD OF
PURE IMAGINATION**

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

**OCTOBER 22 • 5:30 PM,
\$40 PER PERSON**

**ORANGE COUNTY
HISTORICAL
MUSEUM**

YONDER
SOUTHERN COCKTAILS & BREW

Cocktail and Chocolate Tasting

The Orange County Historical Museum and Yonder: Southern Cocktails and Brew are teaming up again for another great night of laughter and learning. Discover the history of chocolate in Orange County while sampling a curated selection of chocolates paired with expertly crafted cocktails. OCHM Exhibits and Programs Coordinator Courtney Smith and Yonder owner Eryk Pruitt will be your guides through this scrumdiddlyumptious tasting. Click the button below for tickets.

Enter a world of pure imagination!

Hillsborough Tourism Board FY2026 Contract Bi-annual Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: Heather Tatreau, Executive Director		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-593-4295	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's TOTAL Annual Operating Budget: \$356,800		
Contract General Information		
July-December Report or January-June? (Mark one)	TOTAL Amount of YEARLY Contract Funding: \$ 70,000	

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

- Gallery & Gift Shop: Open Tuesday-Sunday; 11am-6pm
- Last Fridays & the Art Walk, featuring a Maker's Market, Live on the Lawn Performance Series, and Creation Station on the Old Courthouse Lawn, as well as the Art Walk with 30 venues in downtown and West Hillsborough:
 - July 25 (Art is for Everyone theme)
 - August 29 (Hometown Fun with the Shoaldiggers)
 - September 26 (Fall Fashion Show)
 - October 31 (Halloween in Hillsborough)
 - November 28 (Black Friday/Shop Small Weekend)
- Puppet Making Workshops in preparation for Handmade Parade (July 11, Aug 15)
- Gallery After Hours reception (Aug 21)
- House Concert (Sept 14)
- Mosaic Art Kit Party at the Rookery (Oct 11)
- Lantern making workshops in preparation for Solstice Lantern Walk (November 16 & 28)
- Solstice Lantern Walk & Market (December 20)

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

The Hillsborough Arts Council is proud to serve our mission of building community through the arts while driving tourism, economic impact, and public engagement with all art forms. In Q1/Q2, we continued to focus on fostering strong relationships across cultural organizations, businesses, local artists, neighborhoods, and schools in Hillsborough and Orange County. Our triangle-wide marketing efforts were used to attract the attention of residents outside of Hillsborough to our large community events and patronize downtown businesses.

The **HAC Gallery & Gift Shop (GGS)** is open 6 days/week with extended hours on Last Fridays to contribute to Hillsborough's nightlife and offer visitors a fun shopping experience and tourist resource while they are in town for the event. *7,578 people came through GGS in Q1/Q2.* Our data shows that *66% of patrons reside outside of Hillsborough with 54% residing outside of Orange County*, offering a great opportunity for our shop staff and volunteers to promote Hillsborough as a tourist destination. The bulletin board outside our shop is kept up to date with local upcoming events around town.

With this being an off year for the Handmade Parade, we focused on **Puppet Making Workshops** to build community interest and engagement for the next time we hold the Parade. There is also a need for more community puppets in the parade since we lost all of ours to mold and flooding in our storage facility. Over the summer, we contracted 1,2,3 Puppetry's Sol Ramirez to lead 2 workshops at the Scrap Exchange in Durham. Our partnership with The Scrap Exchange allowed us to use their space and thus reach more Durham residents in the promotion of the Handmade Parade. *Out of the 22 attendees at these paid workshops, half were from outside of Hillsborough.*

Last Fridays & the Art Walk (LFAW) has been structured to entice repeat visitation month after month and to encourage tourists and locals alike to build LFAW as recurring events into their monthly social calendars. This also ensures tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. Art Walk venues are asked each month to share information about special Last Friday happenings with us so we can promote them in a one-page itinerary for patrons. This year, we introduced the **Live on the Lawn Performance Series** to provide 3 hours of live entertainment: music, poetry, improv, puppetry, or even a community fashion show. This new element has attracted consistent crowds to the lawn each month, with up to 250 attendees at a time. We have used this platform to showcase the Hillsborough Poet Laureate, popular bands like The Shoaldiggers, culturally diverse musical groups like The Magic of African Rhythm and Taiko Club, as well as participatory entertainment like a drum circle and flashmob. HAC ensured that attendees of all ages found plenty to do by also programming other consistent elements on the Old Courthouse Lawn such as the Makers Markets, a free art making table, poetry play boxes, and a community loom.

We estimate that 9,700 visitors attended Last Fridays & the Art Walk in Q1/Q2. Our special seasonally themed months have proven successful in drawing crowds with themes like October’s Halloween in Hillsborough and November’s Shop Small Weekend.

The HAC staff-led lantern make and take craft, located at Snow Approach Foundation during November’s Last Friday & the Art Walk, provided an opportunity to create a free lantern for the Solstice Lantern Walk and attracted 60 participants. An additional artist-led **Felt Lantern Making Workshop** was held in November to promote the Solstice Lantern Walk. *Out of the 20 participants for this paid workshop, over half were from outside of Hillsborough.* This event helped to spread the word about our much larger event and get folks excited to come back on December 20th for the walk.

We estimate that *5,000-6,000 people attended* the 2025 **Solstice Lantern Walk & Market (SLW)**, which were similar numbers as last year. We were successful in getting a large number of participants to register for this free event, which allows us to collect data and donations. 2,942 people registered to walk in the event and 711 people registered to watch the event, for a total of 3,653 registrants. *73% of registrants reside outside of Hillsborough, with 43% residing outside of Orange County. One quarter of registrants came from Durham.* This data shows us that we are effectively marketing the Solstice Lantern Walk beyond Hillsborough by attracting a significant out of town population, particularly in Durham. We also feel confident that we have created an event that appeals to all ages. Demographic data show that 24% of attendees were under 16, 61% were ages 16-64, and 15% were 65+.

Contract Partner Tourism Impact	
Please estimate the number of residents the contract partner served for this part of the year: 8,000	Please estimate the number of tourists the contract partner brought to Hillsborough this part of the year: 15,000

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

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

Gallery & Gift Shop: A clicker counter is used for total visitation to the shop. Geographical information is collected via in-person surveying. Staff and volunteers are trained to strike up conversations that allow them to determine where patrons reside and then record this on a tally sheet. At least 20% of GGS patrons are surveyed.

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

Last year, we experimented with collecting resident status information at the HAC Info Tent. We did this by engaging attendees in a fun game of dropping a puff ball in a jar that was labeled with various geographical information. They were given a mint for letting us know where they reside. Our data was consistent with the data collected at the GGS, bolstering our confidence 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.

Solstice Lantern Walk & Market: In marketing for SLW, we communicate that registration for this event is free but *required*. However, with such a large turn out, we are unable to check registration on site. We estimate that around 66% of attendees actually registered. In the registration form, we ask for information about town and county residence, age, and race so that we can collect demographic data (please note that the question about race is optional and follows DEI standards). On the day of the event, volunteers conducted spot checks of various programming areas and compared these to last year's headcounts. Website traffic also informs our estimates. All of this data combined is what helped us determine our day-of attendance.

Workshops: Our three paid workshops allowed us an opportunity to collect total headcounts and demographics information during the online registration process.

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

The Colonial Inn is a participating venue for the **Last Fridays & the Art Walk** season. They hosted live music in their courtyard, dinner specials, and activities as part of this monthly event. The Colonial Inn is promoted in our ongoing marketing, showcasing this premier hotel choice for anyone wanting to extend their stay at a HAC event to spend the weekend in historic Hillsborough.

For the **Solstice Lantern Walk & Market**, HAC promoted the "Make it a Weekend" campaign, encouraging out-of-town Solstice participants to stay overnight after the event on Saturday night. We did this in several ways:

1. a collaboration with the Colonial Inn for a discount on overnight stays
2. Solstice Lantern Walk brochures at the Holiday Inn Express and Microtel in Hillsborough
3. cross promotion with the Chamber and The Alliance/Visit Hillsborough to encourage overnight stays and downtown shopping the next day during the holiday season
4. social media posts, e-newsletters, and website content listing ways to "Make it a Weekend" for the Solstice Lantern Walk, including web links to the 3 hotels in town

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

Local businesses were asked in January 2025 if they would like to become a participating venue in the **Last Fridays & the Art Walk** season. Participating venues secured their spot in early Feb and were provided with monthly themes for inspiration and awareness of what HAC would be doing to boost visitation. Google forms, online web forms, etc. were used in follow-ups sent to venues each month with a final line-up of monthly activities and requests to get their details for cross promotion. Art Walk venue events were then included in a one-page LFAW itinerary for the public, in social media posts, and on the HAC website. The Program & Marketing Director has worked hard to establish HAC's website as a reliable source for event information that is updated multiple times per month to inform viewers of detailed activities.

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

In preparation of the **Solstice Lantern Walk & Market**, we began sharing "Save the Date" messaging in October 2025. We worked with our partners at the Chamber and Alliance to streamline the promotion of downtown merchants through a "Holidays in Hillsborough" campaign. We shared information on social media, our website, and in our e-newsletters about Shop Small Saturday, encouraged event participants to shop small all season long, and reshared promotional posts and local event calendars.

We partnered with Snow Approach Foundation this year to host many of our **workshops** in their downtown Hillsborough facility. This has been a fruitful partnership: we have been able to utilize free workshop space and they have increased visibility with our marketing of these events.

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

HAC's operating expenses for Workshops, LFAWs, and SLW during Q1/Q2 (June-December) was \$16,700 and served 15,240 attendees. Using the Arts and Economic Prosperity Calculator, these HAC programming expenditures brought a total of \$27,930 in revenue for the state government and a total of \$19,272 in revenue for local government. 10 FTE positions were supported through our work, and a total of \$208,009 of household income was generated through our expenses. A total of \$454,707 was spent by our audiences at Workshops, LFAWs, and SLW during the first half of FY26.

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

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:

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$16,700"/>	<input type="text" value="1"/>	<input type="text" value="\$10,916"/>	<input type="text" value="\$474"/>	<input type="text" value="\$848"/>
AUDIENCES:	<input type="text" value="\$454,707"/>	<input type="text" value="10"/>	<input type="text" value="\$197,093"/>	<input type="text" value="\$18,798"/>	<input type="text" value="\$27,082"/>
TOTAL:	<input type="text" value="\$471,407"/>	<input type="text" value="10"/>	<input type="text" value="\$208,009"/>	<input type="text" value="\$19,272"/>	<input type="text" value="\$27,930"/>

How many volunteers did the contract partner utilize: 220	How many volunteer hours were logged at the contract partner: 848
--	--

Bi-annual Reflections

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

The **HAC Gallery & Gift Shop** continues to serve our mission of supporting local artists while also encouraging the local tourist economy. Through the shop, HAC contributed \$40,871 to local artist income in Q1/Q2 sales, which was up from last year. We also explored some new revenue streams for our organization by selling art making kits (in addition to our Lantern Kits for SLW), donated art pieces, and community created art. We promoted gift card and gift basket sales as well through an increase in fun social media reel content. These are all efforts that will continue in Q3/Q4.

As an arts council, we aim to inspire creativity and an appreciation for the artistic process. GGS offers a great opportunity to lean into community arts education. Our giant loom proved to be a terrific way to engage the community while teaching about the artistic medium of weaving through contributing to a tapestry. It made its way to the lawn during many of our Last Fridays and attracted people into the shop by sitting in the front window. At the end of the Last Friday season, we took the community-woven tapestry off the loom and hung it in our gallery. Other successful community engagement elements in the GGS were the popular Art is for Everyone gallery exhibit featuring art work by all ages and skill levels, artist demonstrations in the window, digital displays of artist process videos, and Gallery After Hours events. We also partnered with the Rookery to host kit making parties, where we provided art kits for sale and the Rookery provided a fun space to gather with friends and make art out of the kit materials. We will continue to grow these events to promote our kits while supporting a local business.

Last Fridays & the Art Walk continues to draw crowds to downtown Hillsborough each month. The new *Live on the Lawn Performance Series* proved to be popular. We increased our performance budget through an OCAC grant in order to pay for larger well-known bands on the lawn, which drew larger crowds. We also experimented with a community fashion show that was more successful than we anticipated, drawing a crowd of 250 on the lawn! This allowed textile artists and local clothing shops to participate in a Last Friday event. We have decided to make this a recurring event and include a fashion market so the participants can sell elements of their collections. The next one will occur in Q4.

We continue to evaluate and improve the **Solstice Lantern Walk & Market** year over year, so attendees have a magical Hillsborough experience and plan to come each year. We brought back the popular elements that people have come to expect: lantern kits on sale in the GGS, a curated Maker's Market with 30 vendors, event lighting by Get Lit, live music at the Pavilion and along the walk, food trucks, a special Solstice Mug designed by a local artist, and CHAOS Sky Tours with giant telescopes. Some additions this year were a photo booth with professional portrait photographer Monica Meyer and free photo downloads, lighted dance performers in River Park, a silent auction of local artwork, and more music along the walk. We continue to receive feedback from artists that this is their best market of the season and from attendees that this event has become a seasonal family tradition!

We made several big improvements to the SLW this year:

- Not having a designated walk start time better dispersed the crowds so there were no lines waiting for the walk to begin. We heard overwhelmingly positive feedback about this adjustment. Also, we allowed people to enter and exit at multiple locations.

- Moving the event to the Saturday closest to Solstice allowed more families and volunteers to participate. We had a record number of volunteers sign up to help with event set up and break down.
- Creating a trifold brochure with an event map helped communicate the locations of all the event elements and ADA entrances.
- Outreach to the Fairview community through donation of lantern kits encouraged participation from a part of our community that has not traditionally attended the SLW.
- The addition of a circulator bus, managed by The Alliance, connected downtown and West Hillsborough. It was not widely used, but feedback was positive. We would like to try it again next year to alleviate parking congestion and connect the two ends of town.
- We partnered with our local police department to provide active shooter training to our staff and event volunteers. This, along with an increase in police presence during the SLW, added to the execution of a more secure event.

We solidified our approach to paid **Workshops** in Q1/Q2. We offered 2 puppet making workshops in preparation for the next Handmade Parade and 1 felt lantern making workshop prior to the SLW. By offering workshops associated with an upcoming HAC event, we have an opportunity to promote the event while encouraging community engagement and arts education. These offerings are also mission aligned because we are able to pay artists to teach the workshop. We will offer 2 more puppet workshops in Q4 and add more lantern workshops next year.

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

We continue to have difficulty recruiting enough event volunteers to execute Last Fridays without overburdening our small staff and board members. During our planning period in January and February, the Event Coordinator and Executive Director are going to create a new event volunteer recruitment strategy. We have a high school intern from Eno River Academy that will support our efforts to reach out to high school students for service hours. Our Gallery & Gift Shop Manager has been successful in recruiting and retaining shop volunteers, but event volunteers require a different approach and represent a different demographic to tap into.

Marketing and Sustainability

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

HAC continues to promote events through:

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

We continue to expand PR locally and regionally. HAC's events and event photography receive widespread attention and excitement from HAC's proprietary marketing, cross-promotional efforts, and organic news channels.

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

- Monthly ad spot on WUNC-FM (Fresh Air) to promote LFAW/SLW
- 2025 LFAW season trifold brochure (with Art Walk venues, dates, QR code to info online, and map) distributed at key tourist/visitor stops and Art Walk venues
- Monthly LFAW banners at Welcome to Hillsborough and the Historic Orange County Courthouse banners on the week before and night of each event.
- New Solstice Lantern Walk & Market banners, placed prominently on the day of the event
- Monthly LFAW one-pager/event itinerary - branded, quick and easy to use info about what special programming we have rotating each month - shared online, at GGS, HAC info booth, and at art walk venues, with expanded distribution of flyers promoting specially-themed components
- The GGS and our monthly HAC info booth are hubs for other tourism materials and we have made space for signs and brochures as long as it aligns with our general mission to build community through the arts
- Community calendar listings - posted to 13+ calendars in the Triangle to promote our events
- FB events - created events for each event (SLW, LFAW, etc)
- 1,500 SLW trifold brochure with map distributed by staff and volunteers throughout Chapel Hill, Carrboro, Durham, Hillsborough, Pittsboro, and Graham
- Radio interviews with our Executive Director were aired on WHUP and The Hill WCHL with Aaron Keck to promote SLW
- Interviews with our staff published on the OCAC website, in the Daily TarHeel, and other news sources around town

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

SLW event details web-page: <https://www.hillsboroughartscouncil.org/solstice>

[HAC Facebook Posts](#)

[HAC Instagram Posts](#)

[SLW Article](#)
[WCHL Interview](#)

HAC Programs in the MEDIA:

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

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

Our board Development Committee and Executive Director worked together in Q1/Q2 to solidify a more robust development plan and deepen relationships with our business sponsors. Our biggest sponsor did not renew this year, which was a \$10,000 loss. Our Executive Director is scheduling more one on one meetings with our sponsors to allow us to get to know them better and understand what they are looking for as HAC sponsors. We are focusing on maintaining our donor support right now. We also completed the transition to a new donor management system that is allowing us to track donor relationships better.

Several board-led events were held to build up our sustainer base and thank current sustainers. We held a **Gallery After Hours** event in August, inviting sustainers and sponsors to mingle in the gallery. We served refreshments and had artist demonstrations for our guests. We also hosted a **House Concert** in September, which yielded two new sustainers while offering a discounted ticket to current sustainers as a thank you. Bringing back the House Concerts (formerly known as Parlor Concerts) has re-engaged former HAC supporters. We will continue to host 3 of each of these events per year.

During our **LFAWs**, board members were stationed at the HAC info booth to educate attendees about HAC's mission and community reach. We have been more transparent about our funding sources, the cost of running free community programs, and the need for donor support.

We organized an end of year fundraising campaign around **SLW** with a goal of raising \$20,000 through donations at registration. We came very close to our goal and raised \$19,310 in individual donations. Coupling our end of year campaign with a very successful program like the SLW, was the key to our success and is a sustainable fundraising approach for HAC.

The **Gallery & Gift Shop** remains a source of fundraising. Patrons are given the opportunity to donate at check out by rounding up when making a purchase. We have also received several donated items from local artists who have allowed us to sell them and keep 100% of the revenue.

Our relationships with Mary Duke Biddle Foundation and Triangle Community Foundation have proven fruitful. We have gained a few new donors through TCF. The Mary Duke Biddle Foundation gave us an unexpected donation of \$15,000 in Q1, which allowed us to hire a part-time Events Coordinator. This major contribution has increased our FY26 budget revenue *and* expenses by \$15,000. We also received a grant from the Orange County Arts Commission for \$4,500 to increase our performance budget. These funding increases do not affect our contract with the Tourism Board and we are on track.

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

a. Item	b. Amount Needed via Contract Funding in FY26 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
Operations- Utilities	\$	\$	\$	
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) = \$23,400	\$	\$	\$	
3. Operations- Insurance/Safety Items	\$	\$	\$	
4. Advertising- Social Media/Online	\$	\$	\$	
5. Advertising- Print Ads, Brochures, Postcards	\$	\$	\$	
6. Data Processing- Website Maintenance, E-newsletters	\$	\$	\$	
7. Exhibits/Displays/Attraction Development	\$	\$	\$	
8. Special Projects/Events Admin	\$	\$	\$	
9. Bands	\$	\$	\$	
10.	\$	\$	\$	
11.	\$	\$	\$	
12.	\$	\$	\$	
13.	\$	\$	\$	
14.	\$	\$	\$	
15.	\$	\$	\$	
TOTALS (sum of each column)	\$	\$	\$	

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

Signatures

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

EXECUTIVE DIRECTOR

Signature (digital is fine): 

Date: 1/27/2026

Printed Name: Heather L. Tatreau

BOARD CHAIRPERSON

Signature (digital is fine): Julia Workman

Date: 1/27/2026

Printed Name: Julia Workman

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:

Date:

Printed Name:



STAFF REPORT
Hillsborough Tourism Board

February 2, 2026

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: Discussion/Action Items

Attachments:

1. Draft grant cycle schedule for FY 2027
2. Contract Scopes of Work and Scope of Work Responses for FY 2027

Chair and Vice Chair Appointments

- The Tourism Board needs to select a Chair and Vice Chair to run the meetings, conduct business, and establish a quorum. The Chair runs the meeting and in the event that the Chair is absent, the Vice Chair will run the meeting.

Review/Comment on the draft grant schedule

- The Tourism Board needs to review the grant schedule and provide any feedback on the planned turn around times. This schedule closely mirrors previous years'.

Review/comment on Contract Scopes of Work for FY 2027 and Scope of Work Responses for contract partners

- The Tourism Board needs to review the contract scope of work for each contractor and make sure everything looks to be in order and aligns with the expectation of visitor services, events, etc. that the board expects from each organization.
- The Tourism Board needs to review the Scope of Work Response document that each organization will use to craft their proposals for visitor services/events for next fiscal year. Are we asking the right questions? Is there information you wish you had that we're not covering? Etc?

Staff recommendation and comments:

Staff needs direction on the items and needs any feedback or requested updates/changes before the information is shared with the public for grants and the scopes are shared with our contract partners so they can begin preparing proposals for consideration during the upcoming budget discussions for next fiscal year.



Proposed FY 2027 Grant Cycle Schedule

Open Grant Cycle: Monday March 9, 2026 at 8am

Open for 5 weeks

Grants DUE: Friday April 17, 2026 at 5pm

Board Member Online Scoring: April 20-April 29, 2026 (1.5 week)

Top Scoring Grants Reviewed & Discussed: May 4, 2026 at 5:30pm (Regular Tourism Board Meeting)

Final FY27 Budget Adoption (to include grant awards): **Monday June 1, 2026 5:30 pm**

FY 2027 Contract Scope of Work Hillsborough Tourism Board Alliance for Historic Hillsborough- Visitors Services & Visitors Center Operations



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

General Visitors Center Administration and Operations:

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

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

Marketing:

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

Reporting:

- Quarterly Executive Director's Report & Communications Presentation to the Tourism Board in person by an Alliance Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the historic site. Report should also include the marketing/advertising efforts for that month/quarter, any recent publications or press involving the site, any special events expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program.
- Bi-annual written Contract Partner report to Tourism Board staff to be shared with Tourism Board, including any needed mid-year budget adjustments.

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



FY 2027 Contract Scope of Work Update Hillsborough Tourism Board Burwell School Historic Site- Visitor Services

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

- Free admission to the site
- Minimum Hours of Operation from:
Wednesday-Saturday 11am-4pm
Sunday 1pm-4pm; with extended hours for the following Special Events: Last Fridays and Artwalk and Revolutionary History War Living History Day
*Preference to keep regular Saturday 11am-4pm and Sunday 1pm-4pm hours through the winter months (Please indicate in the budget and/or narrative the costs of operations to do this for FY27 keeping in mind staffing and utilities, in its own line-item)
- Minimum of 1 free guided tour per day (30 – 40 minutes) during regular Hours of Operation Wednesday-Sunday
- Coordination of a minimum of 5 special events per year that highlight the historic site, either during or outside of, regular Hours of Operation
- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.
- Quarterly Executive Director's Report & Communications Presentation to the Tourism Board in person by a Burwell School Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the historic site. Report should also include the marketing/advertising efforts for that month/quarter, any recent publications or press involving the site, any special events expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program.
- Bi-annual written Contract Partner report to Tourism Board staff to be shared with Tourism Board, including any needed mid-year budget adjustments.
- Provision of materials to the general public including printed site brochures or rack cards, emailed newsletters, and other site materials provided both at the site and to the Hillsborough Visitors Center and Orange County Visitors Bureau.
- Inclusion and acknowledgement of Tourism Board's support of the Burwell School by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.
- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the site in order to assist the Visitors Center and Tourism Program with providing resources for visitors.



FY 2027 Contract Scope of Work Update Hillsborough Tourism Board

Hillsborough Chamber- Visitor Services & Events

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

Hillsborough Holiday Parade

- Hold the annual Holiday parade, annually on the first Sunday of December in the Town of Hillsborough.
- Plan, organize, and execute a holiday parade in Downtown Hillsborough to include a minimum of 50 decorative floats and walking entertainment acts. Parade should include VIPs and local celebrities that serve as a draw for the event.
- Event hours of approximately 4:00pm-6:30pm. Additional four hours that day is also necessary to facilitate and manage the lineup of all participants.
- Get local event permits including obtaining port-a-potties, handwashing stations, police support, road closures, and sound systems to support the event operations.
- Recruit volunteers where possible to help with event administration.
- Development and distribution of an event map in print in .PDF format that indicates the locations of parking, entertainment acts, and various event features
- *Provide a component of the event in West Hillsborough or include West Hillsborough in a meaningful way.*
- Coordination and location of any vendors to support the event.
- Registration and coordination of parade participants and floats, including lining up the parade, executing the parade, and coordinating any clean-up.
- Coordination of Downtown and West Hillsborough businesses to sync hours of operations with the parade, where possible.
- Coordinate with other nearby venues, historic sites, and cultural centers to coordinate other parade event elements.
- Explore creative ways to raise additional funds to sponsor the parade through ideas and opportunities as they present themselves.
- On-going local and regional promotions and marketing of the Hillsborough Holiday Parade as well as promotion of the Hillsborough Hometown Holiday Festival throughout the months of November & December.

Hillsborough Tree Lighting Event

- Plan, organize, and execute a holiday tree lighting on the Old Courthouse Lawn including entertainment acts, and food/beverage options that complement the event and do not compete with established businesses.
- Get local event permits including obtaining port-a-potties, handwashing stations, police support, road closures, and sound systems to support the event operations.
- On-going local and regional promotions and marketing of the Hillsborough Tree Lighting as well as promotion of the Hillsborough Hometown Holiday Festival throughout the months of November & December.

General

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



FY 2027 Contract Scope of Work Update Hillsborough Tourism Board

Hillsborough Arts Council- Visitor Services & Events

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

Hillsborough Last Fridays and Art Walk

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

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

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

Solstice Lantern Walk

- Hold the lantern walk annually in December in the Town of Hillsborough
- Obtain local permits, port-a-potties, handwashing stations, police support, road closures, and/or sound systems to support the event operations
- Recruit volunteers where possible to help with event administration
- Hold local workshops to encourage parade participation and lantern making
- Provide local and regional promotions and marketing of the Lantern Walk in the months leading up to the event
- Explore creative ways to raise additional funds to sponsor the parade such as having vendor space, engage local businesses for sponsorships, and other ideas and opportunities as they present themselves
- Provide a component of the event in West Hillsborough and try to include West Hillsborough businesses in a meaningful way

General

- Inclusion and acknowledgement of Tourism Board's support of the Hillsborough Arts Council and the programs/events listed above by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.
- Quarterly Executive Director's Report & Communications Presentation to the Tourism Board in person by a HAC Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the historic site. Report should also include the marketing/advertising efforts for that month/quarter, any recent publications or press involving the site, any special events expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program.
- Bi-annual written Contract Partner report to Tourism Board staff to be shared with Tourism Board, including any needed mid-year budget adjustments.
- Provision of promotional materials to the general public including printed maps, brochures or rack cards, emailed newsletters, and other materials provided both at the Arts Council Gift Shop and to the Hillsborough Visitors Center, Hillsborough Chamber of Commerce, and Orange County Visitors Bureau.

- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the Hillsborough Arts Council Gift Shop in order to assist the Visitors Center and Tourism Program with providing resources for visitors.
- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.
- Participation in other Tourism Program sponsored events and programs, where feasible.

FY 2027 Contract Scope of Work Update Hillsborough Tourism Board



Orange County Historical Museum- Visitor Services

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

- Free general admission to the museum and exhibits (permitted ticketing for certain special events and exhibits)
- Minimum Hours of Operation from:
Wednesday-Saturday 11am-4pm
Sunday 1pm-4pm; with extended hours (if needed) for the following Special Events: Last Fridays and Artwalk and Revolutionary History War Living History Day
*Preference to keep regular Saturday 11am-4pm and Sunday 1pm-4pm hours through the winter months (Please indicate in the budget and/or narrative the approximate cost of operations to do this for FY27 keeping in mind staffing and utilities, in its own line item.)
- Coordination of a minimum of 5 special events per year that highlight the museum, either during or outside of, regular Hours of Operation. Please outline in scope of work response what these are planned to be.
- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.
- Quarterly Executive Director's Report & Communications Presentation to the Tourism Board in person by a Museum Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the historic site. Report should also include the marketing/advertising efforts for that month/quarter, any recent publications or press involving the site, any special events expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program.
- Bi-annual written Contract Partner report to Tourism Board staff to be shared with Tourism Board, including any needed mid-year budget adjustments.
- Provision of promotional materials to the general public including printed museum brochures or rack cards, emailed newsletters, and other museum materials provided both at the museum and to the Hillsborough Visitors Center, Hillsborough Chamber, and Orange County Visitors Bureau.
- Inclusion and acknowledgement of Tourism Board's support of the Orange County Historical Museum by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.

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

Please explain generally how the organization is going to perform the duties requested in the FY2027 Contract Scope of Work Update during Q3 (Jan-March):

Please explain generally how the organization is going to perform the duties requested in the FY2027 Contract Scope of Work Update during Q4 (April-June):

Outline/Overview of Job Tasks and Schedules

Please explain generally how the organization plans to accomplish all goals associated with the scope of work, including but not limited to, marketing, hiring, volunteer recruitment, exhibit development, event tasks, etc.

Please explain how the organization is going to fundraise and build sustainability in FY27:

Please explain how the organization plan to grow tourism in Hillsborough in FY27:

Marketing Plan

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q1(July-Sept):

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q2 (Oct-Dec):

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q3 (Jan-March):

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q4 (April-June):

Detailed Proposed Budget

a. Item	b. Amount Needed via Contract Funding in FY23 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources		e. Total Contract Budget (add columns b-d)
			Amount	Source	
i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	Non-profit Grant	\$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 ADD ROWS AND/OR PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **

Signatures

I hereby certify that the information contained in this proposal is true and accurate to the best of my knowledge and that I have reviewed the Town of Hillsborough's Non-profit Guidelines and our organization is in compliance.

EXECUTIVE DIRECTOR

Signature:	Date:
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Printed Name:

BOARD CHAIRPERSON

Signature:	Date:
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Printed Name:

CONTACT PERSON (if different than Executive Director)

Signature:	Date:
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Printed Name: