



STAFF REPORT
Hillsborough Tourism Board
April 10, 2024

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: Hillsborough Arts Council Contract Renewal for FY25 (Visitors Services & Events)

Attachments:

1. HAC Contract Response and Budget
2. HAC Budget Justification Forms

Background:

The Tourism Program started contracting with the Hillsborough Arts Council in FY17 to support the continuation of Last Fridays Art Walks. In FY19, HAC asked for additional support in putting on the Bi-annual Handmade Parade events. In FY24 HAC asked for some additional support with volunteer coordination/staffing at their gallery and gift shop. The annual Solstice Walk has been supported by tourism grants and is no longer eligible for that funding source. The HAC is asking for additional funds to continue to offer the Solstice Lantern Walk in FY25.

Summary, key points, and questions:

- The Hillsborough Arts Council is asking for \$43,000 in FY25, a \$14,500 increase over the FY24 contract amount of \$28,500.
- Budget Justification Forms are included explaining expanded needs in the following budget lines:
 - Last Fridays and Art Walk (More performers, portalets, advertising/marketing, photography, personnel) \$5,000
 - Solstice Lantern Walk (various event costs, broken out in BJJ) \$10,000

Staff recommendation and comments:

None. There's a discrepancy between the total amount of budget justifications (\$15,000) and increase being requested (\$14,500).