



FY 2025 Contract Scope of Work Response OC Historial Museum - Visitor Services & Operations

Organization Information		
Organization Name: Historical Foundation of Hillsborough and Orange County (Orange County Historical Museum)		
Contact Person and Title: Catie Atkinson, Site Manager		
Contact Person Email: manager@orangehistorync.org	Contact Person Phone: 919-732-2201	
Organization Street Address: 201 N Churton St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 154,677		
General Contract Information		
Contract Name: Orange County Historical Museum – Visitor Services		
Month(s) or Date(s) in which Proposal Project/Services will take place: JULY 1st, 2024- JUNE 30th, 2025		
Outline/Overview of Scope of Work		
<p>Please explain generally how the organization is going to perform the duties requested in the FY2025 Contract Scope of Work Update during Q1 (July-Sept):</p> <ul style="list-style-type: none"> ● Have Museum open to the public and free of charge 6 days a week with Wednesday available by appointment. ● Continue to promote the special exhibit on display, “Working for a Living: A History of Trades in Orange County.” ● Further develop the children and family gallery to be themed around 1823 Hillsborough with age appropriate educational hands-on activities based on actual business and people from 1823 Hillsborough. This children and family gallery continues to provide a much-needed space for local and visiting tourist families and their children, and is currently the only space of its kind in the county. ● Partner with the Chapel Hill Historical Society as part of our mission to present a holistic history of Orange County through exhibits and programs. ● Host at least two free programs during Q1 that either tie into the special exhibit “Working for a Living” or explore aspects of local or regional history. ● Coordinate at least one tour for community/special interest groups or formal education groups through Orange County Public Schools or other school systems. ● Maintain the Heritage Home Sign project to provide or replace white historic signs to residents of Historic Hillsborough, thus providing information on historic homes to all visitors. ● Continue to monitor Museum and off-site visitors and their comments through post-event surveys, informal conversations, and other methods. ● Share collection pieces through social media to publicize lesser known histories and stories of Hillsborough and Orange County. ● Assist research with research requests by allowing access to research files, archives, and collections. ● Continue to work to increase visitor engagement with Museum exhibits, programs, events, and other outreach by 10% from projected FY 23-24 numbers. 		

- Work collaboratively with partner organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.
- Participate in meetings with other nonprofit and organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.
- Ensure that any publicity/printed materials acknowledge the Tourism Board funding and that such materials are made available to the general public at sites around Hillsborough and Orange County throughout the quarter.
- Display Visitor Services materials in the Museum to assist the Visitors Center and Tourism Program with providing resources for visitors.
- Provide quarterly report to the Tourism Board on the status of activities outlined and current communications and marketing efforts.

Please explain generally how the organization is going to perform the duties requested in the FY2025 Contract Scope of Work Update during Q2 (Oct-Dec):

- Have Museum open to the public and free of charge 6 days a week with Wednesday available by appointment.
- Continue to promote the special exhibit on display, ‘Working for a Living.’
- Plan and develop the next special exhibit to be opened in early 2025 by working with community members to crowdsource information and artifacts.
- Further develop the children and family gallery to be themed around 1823 Hillsborough with age appropriate educational hands-on activities based on actual business and people from 1823 Hillsborough. This children and family gallery continues to provide a much-needed space for local and visiting tourist families and their children, and is currently the only space of its kind in the county.
- Partner with the Chapel Hill Historical Society as part of our mission to present a holistic history of Orange County through exhibits and programs.
- Host at least two free programs during Q2 that either tie into the special exhibit “Working for a Living” or explore aspects of local or regional history.
- Coordinate at least one tour for community/special interest groups or formal education groups through Orange County Public Schools or other school systems.
- Maintain the Heritage Home Sign project to provide or replace white historic signs to residents of Historic Hillsborough, thus providing information on historic homes to all visitors.
- Continue to monitor Museum and off-site visitors and their comments through post-event surveys, informal conversations, and other methods.
- Share collection pieces through social media to publicize lesser known histories and stories of Hillsborough and Orange County.
- Assist research with research requests by allowing access to research files, archives, and collections.
- Continue to work to increase visitor engagement with Museum exhibits, programs, events, and other outreach by 10% from projected FY 23-24 numbers.
- Work collaboratively with partner organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.
- Participate in meetings with other nonprofit and organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.

- Ensure that any publicity/printed materials acknowledge the Tourism Board funding and that such materials are made available to the general public at sites around Hillsborough and Orange County throughout the quarter.
- Display Visitor Services materials in the Museum to assist the Visitors Center and Tourism Program with providing resources for visitors.
- Provide quarterly report to the Tourism Board on the status of activities outlined and current communications and marketing efforts.

Please explain generally how the organization is going to perform the duties requested in the FY2025 Contract Scope of Work Update during Q3 (Jan-March):

- Have Museum open to the public and free of charge 6 days a week with Wednesday available by appointment.
- Install and promote new special exhibit to be opened in early 2025.
- Further develop the children and family gallery to be themed around 1823 Hillsborough with age appropriate educational hands-on activities based on actual business and people from 1823 Hillsborough. This children and family gallery continues to provide a much-needed space for local and visiting tourist families and their children, and is currently the only space of its kind in the county.
- Partner with the Chapel Hill Historical Society as part of our mission to present a holistic history of Orange County through exhibits and programs.
- Host at least two free programs during Q3 that either tie into the special exhibit or explore aspects of local or regional history.
- Coordinate at least one tour for community/special interest groups or formal education groups through Orange County Public Schools or other school systems.
- Plan the annual fundraising campaign to launch in April.
- Maintain the Heritage Home Sign project to provide or replace white historic signs to residents of Historic Hillsborough, thus providing information on historic homes to all visitors.
- Continue to monitor Museum and off-site visitors and their comments through post-event surveys, informal conversations, and other methods.
- Share collection pieces through social media to publicize lesser known histories and stories of Hillsborough and Orange County.
- Assist research with research requests by allowing access to research files, archives, and collections.
- Continue to work to increase visitor engagement with Museum exhibits, programs, events, and other outreach by 10% from projected FY 23-24 numbers.
- Work collaboratively with partner organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.
- Participate in meetings with other nonprofit and organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.
- Ensure that any publicity/printed materials acknowledge the Tourism Board funding and that such materials are made available to the general public at sites around Hillsborough and Orange County throughout the quarter.
- Display Visitor Services materials in the Museum to assist the Visitors Center and Tourism Program with providing resources for visitors.
- Provide quarterly report to the Tourism Board on the status of activities outlined and current communications and marketing efforts.

Please explain generally how the organization is going to perform the duties requested in the FY2025 Contract Scope of Work Update during Q4 (April-June):

- Have Museum open to the public and free of charge 6 days a week with Wednesday available by appointment.
- Continue to promote new special exhibit.
- Further develop the children and family gallery to be themed around 1823 Hillsborough with age appropriate educational hands-on activities based on actual business and people from 1823 Hillsborough. This children and family gallery continues to provide a much-needed space for local and visiting tourist families and their children, and is currently the only space of its kind in the county.
- Partner with the Chapel Hill Historical Society as part of our mission to present a holistic history of Orange County through exhibits and programs.
- Host at least two free programs during Q4 that either tie into the special exhibit or explore aspects of local or regional history.
- Coordinate at least one tour for community/special interest groups or formal education groups through Orange County Public Schools or other school systems.
- Launch annual fundraising campaign, which will be finished by the end of the fiscal year.
- Maintain the Heritage Home Sign project to provide or replace white historic signs to residents of Historic Hillsborough, thus providing information on historic homes to all visitors.
- Continue to monitor Museum and off-site visitors and their comments through post-event surveys, informal conversations, and other methods.
- Share collection pieces through social media to publicize lesser known histories and stories of Hillsborough and Orange County.
- Assist research with research requests by allowing access to research files, archives, and collections.
- Continue to work to increase visitor engagement with Museum exhibits, programs, events, and other outreach by 10% from projected FY 23-24 numbers.
- Work collaboratively with partner organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.
- Participate in meetings with other nonprofit and organizations to ensure that efforts to bolster Hillsborough and Orange County tourism are coordinated.
- Ensure that any publicity/printed materials acknowledge the Tourism Board funding and that such materials are made available to the general public at sites around Hillsborough and Orange County throughout the quarter.
- Display Visitor Services materials in the Museum to assist the Visitors Center and Tourism Program with providing resources for visitors.
- Provide quarterly report to the Tourism Board on the status of activities outlined and current communications and marketing efforts.

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.

Volunteer Recruitment:

Throughout the past several years, the Museum recruited volunteers through local universities, high schools, and the community to assist with research, exhibits, collections work, and visitor services. The Museum will continue to recruit volunteers throughout FY24-25 by contacting community members through social media, e-newsletter blasts, student volunteer and internship programs, and via the website VolunteerMatch.com, in an effort to increase the number of volunteers as well as the scope of work they perform.

Exhibit Development:

The Museum will work with community groups and other stakeholders to develop a new special exhibit focused on the history of youth and community sports in Orange County for early 2025. We were approached by these groups and asked if we would be willing to work with them to create an exhibit. It is our goal to develop exhibits that are engaging and relatable for a wide audience. We want the community to feel a sense of ownership over the Museum, so working with this group was a perfect fit. For the first half of FY 24-25, Museum staff will work with these groups to source artifacts and information and to design the exhibit.

The museum also continues to provide the Chapel Hill Historical Society with dedicated exhibit space. In March 2024 they installed their new exhibit, "The Business of Franklin Street" which was done in conjunction with our special exhibit "Working for a Living." The Chapel Hill Historical Society will periodically update their exhibit space with new exhibits showcasing the history of Chapel Hill.

While the themes of the permanent exhibit remain the same, we periodically update some of the artifacts displayed, giving even repeat visitors something new to see.

Marketing:

Exhibits and programs will be promoted through the Museum website, social media pages, press releases, rack cards, e-newsletters, and radio shows. Targeted exhibit, program, and event promotion will continue to occur by posting in special interest groups on social media, such as the 'Chapel Hill and Carrboro Foodies' group on Facebook.

Last Friday Art Walk:

The Museum will participate in Last Friday Art Walk events by extending Museum hours on these days to provide an additional location for participants to visit. Staff will also work to develop activities for participants to engage in on-site.

Programs and Events:

The Museum will host a minimum of two free programs each quarter, with the possibility of additional free programs or paid events. Free programs will be lecture-style talks from experts in fields related to local or regional history. The Museum will also continue to partner with the Chapel Hill Historical Society and other partner organizations to co-host programs. Paid events, such as historic cocktail tastings or larger conference-like events, will be scheduled periodically and relate to the theme of the special exhibit or local history. Staff will continue to monitor program and event attendance and feedback to plan programs and events that appeal to a wide variety of people and attract visitors to Hillsborough.

Please explain how the organization is going to fundraise and build sustainability in FY25:

In an effort to increase the development work the Museum is able to do, the board will recruit an individual(s) to do development work on a volunteer basis. This individual(s) will ideally be a member of the community who has significant social connections within the community and is knowledgeable of lucrative avenues in which to pursue development opportunities. At this time, the Museum is unable to sustain a paid development position, but we are hopeful that having a dedicated development volunteer will increase funds enough to hire a development position in the future.

In addition, the Museum will continue to plan and launch our annual fundraising campaign in April 2025 which features a variety of fundraising events at different levels of giving to appeal to a wider audience as well as solicit donations throughout the year at programs and events and through digital communications.

Please explain how the organization plans to grow tourism in Hillsborough in FY25:

Currently, approximately 75% of our on-site visitors live outside of Orange County. In FY25, we will continue to work to increase the number of tourists who visit the Museum by continuously updating our website to show new exhibits and programs and posting frequently on social media so those planning trips to the area recognize the Museum as a tourist destination. Additionally, we will distribute physical marketing material to regional museums and historic sites to increase visibility and promote Museum exhibits and programming with statewide organizations, such as the Federation of North Carolina Historical Societies. Finally, we will continue to produce high-quality exhibits and programming and ensure visitors have an exceptional experience, as word of mouth is often the most effective marketing tool.

Marketing Plan

The Museum's primary outreach/marketing is through social media platforms, the Museum's website, professionally printed rack cards, and an e-newsletter sent through iContact. Posts on social media accounts promote the permanent and special exhibits, collections, programs, and events, and serve as a way to recruit volunteers and interact with other organizations. The museum also has a YouTube channel where recordings of past programs and other content are available.

During all quarters, all Museum programs will be promoted through these methods, and the Museum will ensure that all brochures and other publicity for Tourism Board sponsored/funded activities are made available to the public in the Museum.

Throughout the fiscal year, we will utilize a mix of traditional and digital marketing as well as word-of-mouth promotion within a 30-mile radius, including but not limited to:

- Rack cards for the Museum, educational tours, and the special exhibit that will be distributed to organizations in Hillsborough, Chapel Hill, Carrboro, Mebane, Durham, and Raleigh.
- Social media promotion via Museum accounts, with cross-posting in special interest groups, and amplified by Board Members and volunteers to extend reach.
- Press releases to area magazines and newspapers.
- Co-marketing with sponsors and partner organizations via their digital marketing and social media channels.
- Adding programs and events to local event calendars, both online and in print.
- Press releases to area magazines and newspapers.

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):

- Provide print marketing material to partner organizations around Hillsborough and Orange County advertising the Museum in general as well as the special exhibit and tours.
- Promote current special exhibit and Museum programs via the methods listed above.

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):

- Provide print marketing material to partner organizations around Hillsborough and Orange County advertising the Museum in general as well as the special exhibit and tours.
- Promote current special exhibit and Museum programs via the methods listed above.

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):

- Provide print marketing material to partner organizations around Hillsborough and Orange County advertising the Museum in general as well as the special exhibit and tours.
- Promote current special exhibit and Museum programs via the methods listed above.

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):

- Provide print marketing material to partner organizations around Hillsborough and Orange County advertising the Museum in general as well as the special exhibit and tours.
- Promote current special exhibit and Museum programs via the methods listed above.

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/Rent/Facilities/Building and Grounds	\$	\$	\$10,000	Town of Hillsborough	\$10,000
2. Operations- Staffing/Administration	\$56,100	\$22,257	\$37,000	Orange County Outside Agency	\$115,357
3. Operations- Insurance (D&), Liability, Collections	\$	\$2,000	\$		\$2,000
4. Marketing (Social Media/Digital/Website/Advertising)	\$1,000	\$250	\$		\$1,250
5. Technology	\$	\$2,500	\$		\$2,500
6. Collections	\$	\$1,100	\$		\$1,100
7. Banking Fees	\$	\$250	\$		\$250
8. Staff Development, Travel, and Training	\$	\$500	\$		\$500
9. Supplies and Equipment	\$500	\$500	\$1,500	Orange County Outside Agency	\$3,000
10. Postage and Shipping	\$	\$100	\$		\$100
11. Printing/Copying	\$	\$500	\$		\$500
12. Gift Shop	\$	\$1,550	\$		\$1,550
13. Subscriptions	\$	\$400	\$		\$400
14. Exhibits	\$	\$1,100	\$5,000	Orange County Outside Agency	\$6,100

15. Programs	\$	\$4,300	\$1,500		\$5,800
16. Fundraising	\$	\$2,770	\$		\$2,770
17. Auditor	\$	\$1,500	\$		\$1,500
TOTALS (sum of each column)		\$57,600	\$42,077	\$55,000	\$154,677

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	

** 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 N/A

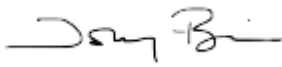
Signature:

Date:

Printed Name:

BOARD CHAIRPERSON

Signature:



Date: 3/27/24

Printed Name: Tonya Brami

GRANT CONTACT PERSON (if different than Executive Director)

Signature:

Catie Atkinson

Date: 3/27/24

Printed Name: Catie Atkinson

FY25 Tourism Contract Budget Increase Justification Form:

Explain any increase in the requested contract line item amounts or any added line items from the previous fiscal year. **Use multiple sheets for multiple budget increases or requests.** For example, if you're asking for additional funds for marketing AND additional funding for a new staff member, you would submit two separate budget justification forms, one for each line item.

Request Overview: The Orange County Historical Museum is asking for an increase of \$500 in funding for marketing bringing total marketing funding to \$1,000.

Prioritize Requests as 1, 2, or 3 (1=Must do; 2=Should do; and 3=Could do):

Marketing = Should Do

Increasing funding for marketing expenses is less vital, but still important. With the cost of printed goods increasing with inflation and more focus put on digital marketing and advertising campaigns, our overall marketing costs are increasing. Current marketing efforts will continue regardless of funding increase.

Line-item where funds are requested (number from budget and description of line-item):

Line 4. Marketing - \$1,000

Describe request:

The cost of producing printed marketing materials has increased over the past several years with inflation. In order to continue producing the same amount of printed marketing materials, it is necessary to increase our marketing budget. Additionally, we would like to increase our marketing budget to allow us to pursue other paid marketing opportunities, such as paid social media campaigns and paid advertisements in publications such as INDY. These additional marketing opportunities would allow us to reach new audiences that may not have been exposed to the Museum, and by extension Hillsborough, before.

Discuss how the request links to the Strategic Tourism Plan Goals/Implementation Projects:

This request relates to the first two strategies established by the Tourism Board to support their goal of making Hillsborough the premier North Carolina tourist destination.

- Incrementally grow the tourism base and expand the types of tourists that visit Hillsborough by providing information, creative marketing, consistent communications, and interesting arts, music, outdoor, and cultural events.
- Market Hillsborough as a beautiful and charming small town with a long, rich history, vibrant art and music scene, great outdoor recreation opportunities, and delicious food and beverage.

This request directly links to the above strategies by allowing us to increase the marketing materials we are able to produce for the Museum, thus increasing the tourism marketing efforts for the Town overall.

Alternatives & impact if request is not funded:

If the request is not funded, marketing materials will continue to be produced, but at a lesser quantity, with less digital marketing being done and a conservative number of printed marketing materials being ordered.

Additional information:

Include any pertinent information that wasn't already covered about the request.

FY25 Tourism Contract Budget Increase Justification Form:

Explain any increase in the requested contract line item amounts or any added line items from the previous fiscal year.

Use multiple sheets for multiple budget increases or requests. For example, if you're asking for additional funds for marketing AND additional funding for a new staff member, you would submit two separate budget justification forms, one for each line item.

Request Overview : The Orange County Historical Museum is asking for an increase of 4% to funding for staffing and administration bringing the line item funding amount from \$54,600 to \$56,100.

Prioritize Requests as 1, 2, or 3 (1=Must do; 2=Should do; and 3=Could do):

Staffing and Administration = 1 Must Do

Increasing staff salaries to stay in line with the living wage is vital for staff retention. The 4% increase in funding for staffing and administration reflects an increase in the cost of living due to inflation. It is necessary for staff retention to keep wages competitive.

Line-item where funds are requested (number from budget and description of line-item):

Line 2 Staffing and Administration - \$56,100

Describe request:

The staff at the Orange County Historical Museum is vital to the experience of visitors. Staff elevates the basic experience of walking around the museum to one that is engaging, having personal conversations with visitors, telling them stories, and bringing the history to life. Without knowledgeable, personable, and passionate staff, the Museum would not be as successful as it is. It is vital to retain current staff by paying them a competitive and living wage.

Discuss how the request links to the Strategic Tourism Plan Goals/Implementation Projects:

This request relates to the first two strategies established by the Tourism Board to support their goal of making Hillsborough the premier North Carolina tourist destination.

- Incrementally grow the tourism base and expand the types of tourists that visit Hillsborough by providing information, creative marketing, consistent communications, and interesting arts, music, outdoor, and cultural events.
- Market Hillsborough as a beautiful and charming small town with a long, rich history, vibrant art and music scene, great outdoor recreation opportunities, and delicious food and beverage.

As stated above, having knowledgeable, personable, and passionate staff is crucial for a positive visitor experience. Visitors who have a positive experience are more likely to return or recommend the Museum as a tourist destination to their friends and family, thus growing the tourism base. Staff is also responsible for all

marketing. Having staff that can produce effective marketing materials (as well as the exciting events and programming they are marketing) is vital.

Alternatives & impact if request is not funded:

If the request is not funded, staff wages will not receive an increase unless we can raise additional funds through fundraising, which will be a priority for FY25

Additional information:

Include any pertinent information that wasn't already covered about the request.