



FY 2025 Contract Scope of Work Response Hillsborough Chamber of Commerce - Events

Organization Information		
Organization Name: Hillsborough/Orange County Chamber of Commerce		
Contact Person and Title: Scott Czechlewski, CEO		
Contact Person Email: scott@hillsboroughchamber.com	Contact Person Phone: 919-732-8156	
Organization Street Address: 200 N. Churton St.		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 215,000		
General Contract Information		
Contract Name: Hillsborough Holiday Parade and Tree Lighting		
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"> - Obtain local event permits - Schedule port-a-potty and handwashing station rentals - Secure commitment for a grand marshal, DJ, choral groups, etc. - Update marketing and other materials - Begin Leadership Team meetings to discuss lessons learned from 2023 parade, needed changes, etc. - Begin assessing required police support, road closures, street signage (digital boards), etc. to support event operations - Work with Elf Run organizers to determine route changes (if any), general logistics, etc. - Secure food vendor - Update website and registration forms - Begin advertising for and collecting registrations for parade entries (update registration portal) - Develop program for tree lighting - Meet with destination marketing partners to discuss advertising for events and create plan - Reserve floats from rental company - Review applications for Santa and Mrs. Claus and schedule appearance - Arrange liability insurance policy - Reserve courthouse grounds for tree lighting ceremony 		

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):

- Review and finalize everything mentioned in Q1 description
- Begin volunteer recruitment – Volunteer Match website, schools, 4-H, etc.
- Monthly/Bi-weekly meetings with leadership team
- Create volunteer assignments and explain responsibilities (write info sheets)
- Create parade lineup for 75-85 entries
- Update and distribute safety guidelines and collect signed sheets, driver's license and insurance info for mechanized entries
- Coordinate with other nearby venues, historic sites, and cultural centers to include other parade event elements
- Design parade lineup maps and info sheets for participants
- Create digital event map
- Schedule Mayor and Commissioners to participate in tree lighting
- Schedule Orange County and NC state elected officials to participate in parade
- Secure classic cars and/or firetrucks for VIPs to ride in
- Email all parade participants their individual parade entry number, map, etc.
- Finalize street closure, security, clean-up, etc. plans
- Review and finalize Elf Run registrations
- Secure permissions from shopping centers to use parking lots for float staging
- Arrange additional lighting along Churton St.
- Distribute letters to those living on parade route to inform of street closures
- Brief volunteers on their day-of-parade duties
- Spray line-up numbers/slots on streets the morning of parade
- Hold a parade!

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):

N/A – parade/tree lighting planning generally takes place in Q1 and Q2

Please explain generally how the organization is going to perform the duties requested in the FY2024 Contract Scope of Work Update during Q4 (April-June):

N/A -- parade/tree lighting planning generally takes place in Q1 and Q2

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.

Chamber staff will handle the vast majority of the holiday parade and tree lighting event organization tasks outlined above. We will collaborate with Alliance staff on marketing.

We will work closely with a Leadership Team composed of Town staff, police/fire, Elf Run, etc.

Volunteer recruitment will be done through Volunteer Match, outreach to high schools and 4-H, and direct recruitment of past volunteers (Chamber board members, community partners, etc.).

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

We will try to recruit new sponsors for the parade. However, many businesses view their participation in the parade satisfies their visibility goals and aren't interested in additional investment as a sponsor.

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

Re-launch of Merchants Association could create additional events (like Ladies Night Out), more marketing and promotion, increased collaboration between business owners, streetscape and signage improvements, etc., which should aid tourism. The Chamber is participating in efforts to move the Efland Seafood Festival to Hillsborough in 2025. We will continue to create our digital relocation/community profile, market the area through our website, and advertise in Chapel Hill and Durham magazines.

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):

Direct marketing (email blasts) to Chamber member businesses, publication of community newsletter, advertising in Chapel Hill/Durham magazines, working with Visitors Bureau and tourism sites on marketing plan (collaborative effort), event banners and signage along roadways to advertise parade, coverage of both events in News of Orange, possible radio spots on Chapelboro and WHUP, etc.

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):

[same as 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):

N/A

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):

N/A

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. Equipment Rentals - Portable Toilets	\$950		\$		\$950
2. Santa Float Rental	\$575		\$		\$575
3. Liability Insurance	\$550		\$		\$550
4. Printing - Banner	\$385		\$		\$385
5. Printing – Signs for VIP cars	\$255		\$		\$255
6. Equipment Rentals – Street Lighting		\$	\$10,000	Carolina Sunrock	\$10,000
7. Staffing	\$6,935	\$	\$		\$6,935
8. DJ	\$350	\$	\$		\$350
9.	\$	\$	\$		\$
10.	\$	\$	\$		\$
11.	\$	\$	\$		\$
12.	\$	\$	\$		\$
13.	\$	\$	\$		\$
14.	\$	\$	\$		\$
15.	\$	\$	\$		\$
TOTALS (sum of each column)	\$10,000	\$	\$10,000		\$20,000

** 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: 3/13/2024

Printed Name: Scott Czechlewski

BOARD CHAIRPERSON

Signature:



Date: 3/13/2024

Printed Name: Emilee Collins

GRANT CONTACT PERSON (if different than Executive Director)

Signature:

Date:

Printed Name: