

Operating Agreement Framework

Town of Hillsborough and Orange County Arts Alliance, etc.

- **Town of Hillsborough Must Haves**
 - Evening-time event (no conflict with Farmers Market)
 - Historical themes (Inclusive)
 - Family-friendly
 - Free to the public
 - Hillsborough-scale
- **Town of Hillsborough Areas of Support**
 - Staffing (Police, Community Services)
 - Permitting
 - Marketing
 - Communications staff review of press releases, major branding/design elements
 - Hosting content on Town website
 - Sharing on Town social media accounts, newsletters, etc.
 - Relationship Management
 - Coordinate, with OCAA engagement with other local agencies wishing to participate in the event, including but not limited to Alliance for Historic Hillsborough and related entities, Hillsborough Arts Council, area Veterans groups and tribal representatives
 - Political/Dignitary Engagement
 - Town will coordinate invitation and engagement with officials of various levels (including but not limited to Town, County, State, Congressional, and Judicial appointed and elected officials)
 - Convening Support
 - Town will provide space (subject to availability) in town meeting rooms for planning and working sessions for the event management group
- **Orange County Arts Alliance Must Haves**
 - Honor Town must-haves
 - Daytime component to support arts & crafts vendors (either within River Park, or other area(s) downtown)
 - Curatorial control of selection of vendors, participants, performers, and contractors.
- **Orange County Arts Alliance Areas of Support**
 - Curation
 - Manage application and selection processes for performers, crafters, vendors, and other participants/exhibitors.
 - Encourage and support participation from historic, tourism, and arts partners
 - Manage concession/alcohol sales and retain fees/earnings if any.
 - Coordination
 - Contract all logistics vendors (staging, A/V, sanitation, rentals, etc)
 - Design site layout and coordinate load-in/out
 - Manage volunteer scheduling and recruitment
 - Marketing
 - OCAA will develop primary branding/logo
 - Sharing on OCAA social accounts, newsletters, etc.