

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Burwell School Historic Site		
Contract Contact Person and Title: Emma Vadney, Site Coordinator		
Contact Person Email: burwellsc@gmail.com	Contact Person Phone: (919)732-7451	
Organization Street Address: 319 N Churton St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$165,378.00		
Contract General Information		
Contract Quarter for Report: FY24 Q1 (July-Sept)	Amount of Contract Funding: \$21,250	
Outline/Overview of this quarter's tourism events/programs/activities:		
<p>The Historic Hillsborough Commission was pleased to present the following events & programs in collaboration with various local partners in the 1st quarter of FY24:</p>		
July 2023		
<ul style="list-style-type: none"> • Lunch & Learn: Views on Slavery and the Digitization of Records – July 12. In this virtual collaboration with the Alliance, HHC Commissioner Judge Beverly Scarlett and Orange County Register of Deeds Mark Chilton discussed the usage of archives to perform genealogical research on Black and indigenous families. It was well-attended and prompted great discussions about slave records and genealogy. 		
August 2023		
<ul style="list-style-type: none"> • Star Party – August 12. The Burwell School hosted a Star Party on our front lawn, where we invited visitors to set up blankets and lawn chairs to view the Perseid Meteor Shower. Whit's Frozen Custard graciously came out to sell their delicious treats and the Chapel Hill Astronomical and Observing Society brought giant telescopes. Burwell also sold beverages. This free event was extremely well-attended, with over 200 attendees. • C. Georgina C. Book Reading – August 13. The Burwell School was honored to host author C. Georgina C. for the inaugural reading of her new novel, <i>Lizzy</i>, a work of historical fiction about Elizabeth Hobbs Keckly. The event featured introductions by County Commissioner Kathleen Ferguson and Hillsborough Mayor Jenn Weaver, a presentation by the author, a Q&A session, and refreshments provided by the HHC. The reading was free and was well-attended by 35 participants. • Lunch & Learn: Interpreting WPA Slave Narratives – August 16. Former HHC Commissioner and current Research Committee member Betty Eidenier presented on this important primary resource created 1936-1939 by the WPA Federal Writers Project to record life histories of people who had been enslaved. She explained how to locate and use the narratives, which belong to our Library of 		

Congress, and contextualized the interviews which were intended to be faithful verbatim accounts, yet vary by state and by interviewers.

- **Last Friday: Enslavement, Presbyterianism, and the Burwells – August 25.** In collaboration with the Hillsborough Presbyterian Church, we presented this Last Friday program focused on the connections between the Church, the Burwell family, and the institution of slavery that was so integral to both. HHC Commissioner Steve Peck presented on the Burwell family, while the HPC presented on the Church report that investigated the history of slavery within the church. The Church also provided ice cream after the presentations. This program was extremely well-attended, with almost 70 individuals in the audience.

September 2023

- **Lunch & Learn: Pilgrimage to Montgomery & Racial Equity – September 13.** This final presentation of our collaborative Lunch & Learn series featured HHC Commissioner Felton Foushee. He discussed the dark history of lynchings in Orange County before detailing his recent travels with a student group to Montgomery. This important conversation about racial equity was a wonderful way to wrap up the Lunch & Learn series!
- **Fall Festival – September 23.** Our free Fall Festival featured local vendors, a silent auction, a tag sale, a bake sale, and photo opportunities. We appreciate the Alliance for their assistance in marketing the event. The forecasted tropical storm prompted us to move the event indoors. Despite the deluge, we were still able to hold a relatively successful event, with 120 attendees throughout the day.
- **Last Friday: Bees in Your Neighborhood?! What Luck! – September 29.** This free Last Friday event featured master beekeeper C. Bee, who gave an informative presentation on beekeeping and the amazing lives of bees. Bee brought several tools of the trade to share with the audience, and Burwell Finance Director Kat Kirschner provided samples of local honey. Bee also held a Q&A session, where they patiently answered questions from a highly engaged audience. Our attendance for this event was 19.

Please explain how the organization successfully promoted tourism in Hillsborough:

The Burwell School continues to promote tourism in Hillsborough by collaborating with local organizations, providing free site tours five days a week, and by increasing our online presence through digital communications and social media. Beyond our typical hours of operation, Burwell also hosted 4 programs/events, participated in 2 townwide events (including a partnership with the Hillsborough Presbyterian Church), and collaborated with the Alliance to present 3 virtual programs, engaging a broad demographic. In addition, our greeters and staff continue to encourage all visitors to stop by the Hillsborough Visitor's Center and Gift Shop, the Orange County Historical Museum, Hillsborough Arts Council, and Ayr Mount, among other local sites and businesses. We also maintain marketing items (i.e.: rack cards) from many of our partner organizations and encourage visitors to take them to learn even more about Hillsborough. Through our increased digital presence, we also promote and interact with local sites and businesses.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: **348**

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: **348**

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):

Resident and tourist numbers are measured in several different ways:

1. Greeters and docents complete onsite sign-in and monitoring of walk-ins and individual tours.
2. Staff tracks group tours.
3. Separate sign-in sheets monitored by volunteers track free in-person events.
4. Paid in-person event details are tracked by ticket sales and day-of registrations.
5. Online program details are tracked by ticket sales and day-of registrations.

The Burwell site had a total of 696 visitors in Q1. Although some visitors choose to identify their home location when signing our guest book, we estimate the number of residents versus tourists, as not all visitors check in directly with the site. Additionally, many of our visitors come from nearby areas such as Chapel Hill and Durham. We continue to work to improve data collection for our events so we can more accurately report numbers of residents vs. tourists.

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

N/A

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

As a collaborative partner with the Alliance for Historic Hillsborough and the Orange County Historical Museum, we often assist in promoting and highlighting their events through our social media outlets, newsletters, or other marketing avenues. We continue to utilize both our Facebook and Instagram accounts as a way to promote additional Hillsborough business partners as well, such as the Hillsborough Arts Council, the Chamber of Commerce, etc. Our followers can view upcoming local events and business "shout-outs" via these avenues, helping spark an interest in other areas of Hillsborough. In addition, Burwell partnered this quarter with the Alliance for Historic Hillsborough, the Hillsborough Presbyterian Church, Whit's Frozen Custard, and the Hillsborough Arts Council to present programs and events. We utilized social media and in-person visits to inform local businesses of Burwell events, particularly using bulletin boards in businesses like Cup-a-Joe to display fliers alongside community postings.

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

TOTAL ECONOMIC IMPACT					
	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$340	0	\$222	\$10	\$17
AUDIENCES:	\$8,951	0	\$3,880	\$370	\$533
TOTAL:	\$9,291	0	\$4,102	\$380	\$550

How many volunteers did the contract partner utilize this quarter: **40**

How many volunteer hours were logged at the contract partner for this quarter: **830**

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

- **Thanks to a successful year of fundraising, as well as the generosity of our partners such as the HTB, we were able to hire a full-time Site Coordinator, who began work this quarter. She has been able to focus on marketing and grant applications in addition to providing organizational support and on-site management.**
- **In her expanded role as Historical Coordinator, Ashley Low has worked diligently alongside a task force of commissioners to install a brand-new exhibit chronicling the early years of the Historic Hillsborough Commission. This exhibit is both physical and digital and is sure to draw more visitors.**
- **With a full staff, Burwell has been able to plan and host more community events than ever before. We held 6 events in the first quarter alone, with 6 more planned for Q2. Our Q1 events produced historic visitor numbers, more than any single quarter in the past two fiscal years.**
- **Our Site Coordinator has dramatically expanded our digital footprint, allowing us to reach more visitors. We now have a presence on Nextdoor and TikTok, and have listed Burwell events on new platforms such as INDY News's online calendar. Our Instagram engagement has increased by nearly 100% this quarter. We plan to continue our strategy of daily posts in order to expand our reach and draw in even more visitors.**

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 look to expand our volunteer base beyond our commissioners and our longtime dedicated volunteers. This is particularly important as we have ramped up our community presence with events and regular operating hours, which puts more strain on our current staff and volunteer base.**
- **One of our four docents took another weekend position, leaving us shorthanded for about a month. However, we were able to quickly hire a new docent who will begin work in Q2.**
- **Weather has not been on our side lately! Our Fall Festival fundraiser was held during a tropical storm, demanding a last-minute changing of plans. We hope the rain gods will smile a bit more kindly on us in the future so that we can hold all events as originally planned.**

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

We promote all of Hillsborough through our social media marketing and online newsletters. Our online presence has grown immensely this quarter in an effort to provide entertaining and informational content to our audience and to reach more potential tourists. In September, we began posting every day in an effort to grow our audience and bring them new and exciting content. This strategy paid off, as our Facebook visits increased by 144%. On Instagram, we saw a 28.8% increase in accounts reached, 63% increase in accounts engaged, and a 1.4% increase in total followers. By increasing our social media activity, we continue to promote ourselves as a tourism destination to local and global audiences.

We continue to utilize our social media to feature upcoming events in the area and share Hillsborough businesses' posts. We are excited to continue expanding our collaboration in the form of social media by cross-promoting events with other businesses and organizations.

In addition, we were able to return to monthly newsletters to promote Burwell events and maintain regular communication with our audience. Staff intends to expand our newsletters and continue marketing Burwell and Hillsborough as a tourism destination by reaching out to other local businesses regularly to include upcoming events and announcements. This provides quality information for the readers, as well as helping establish a partnership among private and nonprofit organizations in Hillsborough.

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

The Burwell School hosted one fundraising event this quarter. Our Fall Festival was held on September 23 from 10am to 4pm and featured local vendors, a silent auction, a bake sale, and photo opportunities for children. Despite the tropical storm that decided to hit Hillsborough that day, we reported 120 attendees and brought in more cash than anticipated, particularly as we chose to refund vendors who decided to stay home due to the weather. We grossed \$2,322 for this event, working towards our annual goal of \$24,700.

We also initiated our Annual Fund campaign, which will kick into full gear in Q2. This fund is a critical part of Burwell's annual budget, with a goal of \$46,214. In Q1, we sent the first round of donor letters to HHC members and will follow up with letters to our full donor list in Q2. We grossed \$995 in Q1.

Finally, we had a massively successful quarter with our gift shop and group tours. We grossed \$1,080, nearly meeting our annual goal of \$1,675. We look forward to building on our success next quarter.

The HHC Finance Committee, led by Treasurer Sharon Ringwalt, has voted to begin work on a longer-term financial plan for the Commission. A new committee will be formed for the purpose of developing this strategic plan.

Budget Adjustments (if applicable, do not include if there are no changes)

a. Item	b. Amount Needed via Contract Funding in FY21 (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 ****

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Signatures

I hereby certify that the information contained in this quarterly 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: N/A

Date:

Printed Name:

BOARD CHAIRPERSON

Signature: 
Matt Hughes (Nov 27, 2023 13:47 EST)

Date: 11/27/2023

Printed Name: Matt Hughes

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature: 
Emma Vadney (Nov 27, 2023 11:58 EST)

Date: 11/27/23

Printed Name: **Emma Vadney**