

# Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



|  |   |                 |
|--|---|-----------------|
| <b>Organization Information</b>                                      |   |                 |
| Organization Name: Orange County Historical Museum                   |   |                 |
| Contract 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: 27302 |
| Organization's Annual Operating Budget: \$145,680                    |   |                 |
| <b>Contract General Information</b>                                  |   |                 |
| Contract Quarter for Report: 1 <sup>st</sup> Quarter(July-September) | Amount of Contract Funding: \$14,025 per quarter (\$56,100 total) |                 |
|  |   |                 |

**Outline/Overview of this quarter’s tourism events/programs/activities:**

The Orange County Historical Museum was very busy during Q1, hosting a variety of programs and events. Some of these programs and events were held in town, either at the Museum or at other venues, while others were held outside of town for other organizations in an effort to share the Museum with a new audience who will hopefully visit the Museum in the future.

- July 22 – Kids’ Space grand re-opening with additional activities including butter making, quill pen writing, and basket weaving.
- August 14 – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” to the Upper Eno Heritage Group in Efland.
- September 6 – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” to the Durham chapter of the Daughters of the American Revolution.
- September 10 – Screening of “The Closing of a School: The History and Legacy of Central High School” at the Passmore Center in Hillsborough. This event was attended by over 100 individuals.
- September 14 – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” at the Passmore Center in Hillsborough.
- September 29 – Collecto-Con day one, featuring a talk on metal detecting and a vintage fashion and jewelry show. These events saw over 100 attendees.
- September 30 – Collecto-Con day two, featuring sessions from a variety of collectors, a collector meet-and-greet, a collector house tour, and a closing reception. These sessions saw a combined attendance of 90 people.

In addition to programs and events, we hosted several field trips. Field trips serve to expose younger audiences to all the Museum has to offer. Many students who visit the Museum during a field trip return later with their families to play in Kids’ Space or attend programs and events.

- August 25 – Roots School
- September 1 – Roots School
- September 15 – Hillsborough Elementary

| Contract Partner Tourism Impact  |   |
|--|---|
| <b>Please estimate the number of residents the contract partner served for this quarter:</b> 190 Orange County Residents (including 156 from Hillsborough) | <b>Please estimate the number of tourists the contract partner brought to Hillsborough this quarter:</b> 465 from Outside Orange County |

**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):**

The Museum tracks on-site guests manually by having the front desk associate tally the number of visitors the museum received as well as asking visitors for their zip code. Additionally, program attendance is tracked through ticket sales, event registrations, and counts by staff at events.

**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):**

- Featuring earrings from Carlisle and Linney in our gift shop that fit with the theme of our current special exhibit along with business cards to encourage guests to visit the store
- Providing rack cards and other materials to other sites in Hillsborough, as well as featuring promotional material from other sites in the Museum
- Tagging other sites in town in social media posts and sharing their content
- Worked with food and beverage establishments in Hillsborough to create Collecto-Crawl, a challenge for visitors and residents to patronize 10 of 20 establishments featured on the map.
- Distributed flyers for Collecto-Con to various local businesses to display.

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

**INSTRUCTIONS**

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

**TOTAL ECONOMIC IMPACT**

|                  | TOTAL EXPENDITURES                    | FTE JOBS                       | HOUSEHOLD INCOME                      | LOCAL GOVERNMENT REVENUE             | STATE GOVERNMENT REVENUE             |
|------------------|---------------------------------------|--------------------------------|---------------------------------------|--------------------------------------|--------------------------------------|
| ORGANIZATION(S): | <input type="text" value="\$31,857"/> | <input type="text" value="1"/> | <input type="text" value="\$20,824"/> | <input type="text" value="\$905"/>   | <input type="text" value="\$1,617"/> |
| AUDIENCES:       | <input type="text" value="\$39,116"/> | <input type="text" value="1"/> | <input type="text" value="\$16,955"/> | <input type="text" value="\$1,617"/> | <input type="text" value="\$2,330"/> |
| <b>TOTAL:</b>    | <input type="text" value="\$70,973"/> | <input type="text" value="2"/> | <input type="text" value="\$37,779"/> | <input type="text" value="\$2,522"/> | <input type="text" value="\$3,947"/> |

The majority of daily visitors to the Museum are from out of town, meaning they are spending the day in Hillsborough. We are asked frequently by these visitors for recommendations for places to eat lunch, grab a drink, or shop. We direct them to the local business downtown. It is safe to assume the majority of visitors to the Museum are patronizing the local shops and restaurants downtown during their visit o Hillsborough, increasing the economic impact.

Additionally, the greatest benefit of the Orange County Historical Museum is not the economic impact. We are the stewards of Orange County history, preserving and conserving hundreds of artifacts and documents spanning the entire history of Orange County and Hillsborough. Without us, the stories of those that came before us would be lost, and the rich culture of Hillsborough would be diminished.

How many volunteers did the contract partner utilize this quarter: 11

How many volunteer hours were logged at the contract partner for this quarter: 106.5

## 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:**

One success the Museum saw this quarter was the official re-opening of Kid's Space, our interactive learning space where kids can experience the history of Orange County through play. Approximately 75 individuals attended our grand opening on July 22<sup>nd</sup> where we hosted several additional hands-on activities, including butter making, quill pen writing, and basket making. Since the re-opening, we have seen an increase in visitors age 0-18 for Q1 (146) as compared to FY 22-23 Q1 (67). Additionally, we have seen many repeat visitors to kids space, with children asking their parents to come back and play. We will continue to advertise kids space to the appropriate demographics, including handing out promotional cards during downtown trick-or-treating. School groups that visit are invited to play in Kid's Space as well, which has resulted in children returning with their families, which is something we will continue with upcoming field trips.

Another success the Museum saw in Q1 was the very successful screening of "The Closing of a School" a documentary about Central High School and the integration of that school. The screening was held on September 10<sup>th</sup> at the Passmore Center in Hillsborough, and saw 110 attendees. The Museum provided support during the creation of the documentary, so it was wonderful to see such a positive reaction from the audience. Additionally, the screening provided an opportunity for attendees to discuss their experiences with integration and racial prejudice in the schools at the time. This screening and discussion helps further the Museum's goal to help tell the story of all of Orange County's history.

Finally, one of our biggest successes this quarter was our Collecto-Con event held September 29<sup>th</sup> and 30<sup>th</sup>. This event showcased many of the collectors featured in our Treasure Hunters exhibit. The two-day event included a vintage clothing and jewelry fashion show on Friday night with Lindsley Bowen of Carlisle and Linny and Alyssa Javadi of Ally Bee Clothing, two collectors featured in the exhibit. Saturday featured talks from collectors on metal detecting, European armor, African Art, Quaker documents and books, and gems and minerals, as well as a collector meet and greet. There was an attendance of 195 individuals across all sessions, with many people coming in from out of town having seen the advertisements in INDY Week. This was one of the largest events with the most moving parts the Museum has put on, and

**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):**

N/A

## Marketing and Sustainability

**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):**

The Orange County Historical Museum made use of social media and e-newsletters as our primary means of marketing and promoting. The Museum posts daily on Facebook and Instagram with updates about upcoming events, local history facts, exhibit information, and more. We also repost partner organizations posts on our Instagram story when appropriate. We send out monthly newsletters on the first of each month to subscribers detailing everything that is happening in the month ahead.

The Museum also produces rack cards for the Museum in general, special exhibits, and tours which are available at the Museum and are made available to partner organizations around town. Rack cards have also been distributed to historic sites and Museums in the area.

Press releases for events were made available to local new outlets.

This quarter in particular, our marketing efforts increased in order to promote Collecto-Con. We made use of several marketing and promotional venues, including:

- A home page ad banner on Chapelboro
- An interview with Aaron Keck
- Advertisement in INDY Week September 20<sup>th</sup> issue
- Advertisement in INDY Week Field Guide
- Sponsored INDY Week e-blast
- Advertisement in News of Orange
- Posters displayed in local businesses and on telephone poles around downtown

**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 main fundraising efforts for the Museum occur in Q2 and Q4. However, throughout the year we include a link to donate in all e-newsletters sent to subscribers. Additionally, we always have a donation jar and QR code to access our online donation platform at the front desk. While direct major fundraising efforts did not occur this quarter, all events and programs indirectly support our fundraising efforts, by attracting new supporters and showing existing supporters the types of programs the Museum is able to produce with their support. We consider every program and event a friend-raiser, a way to get people invested in what the Museum is doing so they will hopefully donate in the future.

**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.   | \$  | \$  | \$                       |  |
| <b>TOTALS</b><br>(sum of each column)   | \$  | \$  | \$                       |  |
| <b>** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **</b> |   |   |                          |  |
|   |   |   |                          |  |

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 N/A

Signature:

Date:

Printed Name:

BOARD CHAIRPERSON

Signature: 

Date: 11/24/23

Printed Name: Tonya Brami

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature: 

Date: 11/24/23

Printed Name: Catie Atkinson



THE ORANGE COUNTY HISTORICAL MUSEUM PRESENTS



**COLLECTO-COUTURE**  
Vintage Jewelry and Fashion Show

**6:30PM Doors Open**  
Enjoy a mocktail, take a selfie, and find a seat  
**7PM Show Begins**  
Featuring vintage jewelry and dresses from the 1920s to 1990s

**HOSTED BY LINDSLEY BOWEN AND ALYSSA JAVADI**

**Dress for the occasion**  
Prize for the best dressed



For information and registration visit [orangehistorync.org/events](http://orangehistorync.org/events)



**FEATURING**  
Orange County  
Collectors and  
their Diverse  
Treasures  
**PRESENTED BY**



**FEATURING**  
Collecto-Couture  
Vintage Jewelry  
& Fashion Show

Presentations  
Metal Detecting,  
European Armor  
Quaker History  
Chewa Art  
Rocks & Gems  
Folk Art Buildings

Collector  
Meet-and-Greet

Collecto-Crawl  
Treasure Hunt Tour of  
Pubs and Restaurants

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**FOR INFORMATION & REGISTRATION VISIT**  
**WWW.ORANGEHISTORYNC.ORG**

# Central High

## A powerful and moving film!

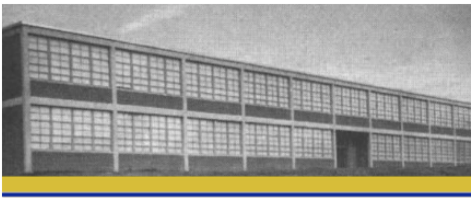
The Orange County Historical Museum is teaming up with the creators of the Central High Documentary, Spirit Freedom, and the Orange County Department on Aging to present:

**"The Closing of a School: The History and Legacy of Central High."**

This documentary explores the history Central High School and its importance to our community. The first section depicts the unique bond among the community, teachers, students, and their families, which resulted in a creating a dynamic and successful educational experience for its students. Showcased in this section are Principal A.L. Stanback, various teachers, coaches, and parents. The second part presents the trials and tribulations of integration -- the resistance to integration as well as the bravery and determination of the students facing the backlash.

It was written and directed by Dr. Iris T. Chapman; filmmakers were Teri Burnette and Aniya Bourne.

## September 10



A Public Screening of the Documentary

### The Closing of a School: THE HISTORY AND LEGACY OF CENTRAL HIGH

September 10, 2023  
3 PM

At the Passmore Center, Hillsborough



## September 29 and 30



### A two-day Treasure Hunter extravaganza!

Friday, September 29

- **5:00 – 6:00 PM** – "Adventures in Metal Detecting" with Richard Von Furstenburg
- **7:00 – 8:00 PM** – **Collecto-Couture**, a Vintage Jewelry and Clothing Fashion Show by collectors Lindsley Bowen and Alyssa Javadi; dress for the occasion, prize for best dressed, mocktails served
- **8:00 PM** – **Collecto-Crawl**, Kick-off of Treasure Hunt Tour of Hillsborough's Restaurants, Pubs, and Stores

Saturday, September 30

- **9:00 – 10:00 AM** – **"One Step at a Time,"** Wade Allen, Collector of Medieval European Armor
- **10:30 – 11:15 AM** – **"Making Connections,"** Nancy Haines, Collector of Quaker Artifacts
- **11:30 – 12:15 AM** – **"In the Field,"** Laurel Kilgore, Collector of Chewa Art of Malawi
- **12:15 – 1:30 PM** – **Lunch at Local Establishments**
- **1:30 – 2:15 PM** – **"The Wealth of the World in your Hands,"** Loren Hintz Collector of Rocks, Gems and Minerals
- **2:30 – 4:00 PM** – **Speed Dating with a Collector**, not actually dating but a Collector Meet-and-Greet
- **Jacquelyn Gibbs:** "Cruets and Science"
- **Cliff Younger:** "Records: the Soundtracks to Life"
- **Nancy Espersen:** "Tempest in a Teapot: How I Ended up Collecting Over 400 Teapots"
- **Tom Jepsen:** "More than Dots and Dashes: Telegraphs and Radios"
- **Rachel and Gabi Bergman:** "Happy Trails: the Art of Breyer Horses"
- **Richard Fitzpatrick:** "Bonzo, the Dog that Made the World Smile"
- **4:30 – 6:00 PM** – **"From the Ground Up,"** Steven Burke and Randy Campbell, Collectors of American Folk Art Buildings. Includes a tour of their home, nearby on Tryon Street
- **6:00 – 7:00 PM** – **Closing Reception at the Museum**

Unless otherwise noted, all sessions will occur at the Hillsborough Presbyterian Church, 102 W. Tryon Street

# Collecto-Crawl

## A treasure map tour of Hillsborough's independent food and beverage establishments

Make a purchase at 10 of the 20 Hillsborough establishments featured on the map, have an employee verify the purchase with a signature, and return the completed map to the Orange County Historical Museum for a prize!

Challenge runs through December 31, 2023



Downtown Hillsborough

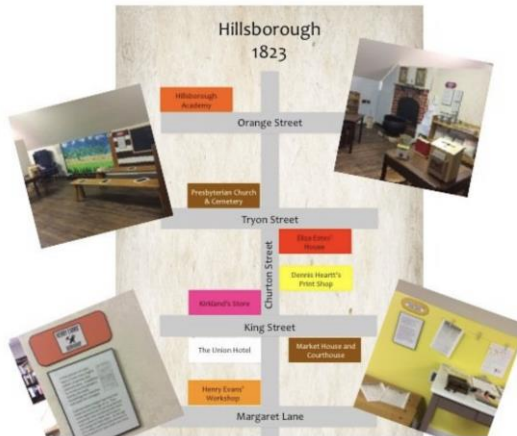


West Hillsborough

Register



## KIDS' SPACE Grand Re-opening



Liked by hillsboroughnc and 6 others

orangehistorync Stop in the Museum tomorrow for a celebration in our newly updated Kids' Space. In addition to hand-on play, there will be crafts, stories, games, and an ice cream social at 3 PM. More information at [www.orangehistorync.org](http://www.orangehistorync.org)

July 21

### A TREASURE HUNT EXTRAVAGANZA

#### FEATURING

- Collecto-Couture: a Vintage Clothing & Jewelry Fashion Show
- Presentations on Metal Detecting, European Armor, Quakers, Chewa Art, Rocks & Gems, Folk Art Buildings
- Speed Dating with a Collector
- Collecto-Crawl: a Treasure Hunt Tour of Pubs and Restaurants

#### PRESENTED BY



FOR INFORMATION & REGISTRATION VISIT [WWW.ORANGEHISTORYNC.ORG](http://WWW.ORANGEHISTORYNC.ORG)



Liked by hannah\_2707\_ and 15 others

orangehistorync Collecto-Con is this weekend! Don't miss the fun. Get your tickets today. Full schedule of events and tickets at [www.orangehistorync.org](http://www.orangehistorync.org)

View all 3 comments

September 25

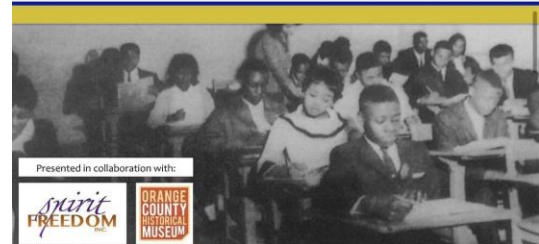


A Public Screening of the Documentary

## The Closing of a School: THE HISTORY AND LEGACY OF CENTRAL HIGH

September 10, 2023  
3 PM

At the Passmore Center, Hillsborough



Presented in collaboration with:



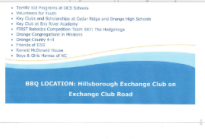
Liked by hillsboroughnc and 17 others

orangehistorync Save the date: along with Spirit of Freedom and the Central High School Documentary filmmakers, we will be hosting a free public screening of "The Closing of a School: The History and Legacy of Central High" on September 10 at 3 PM at the Passmore Center. It's history everyone in Orange County should know and a fantastic film.



8 likes

orangehistorync Don't miss Collecto-Couture. On Friday, September 29 we will host a vintage jewelry and fashion show featuring clothing and accessories from the 1920s-2000s. Collectors Lindsley Bowen (#carlisleandlinny) and Alyssa Javadi (#alleybeesvintage) will be your hosts. Dress for the occasion. A prize will be awarded for the best dressed. Mocktails will be served. Tickets available at [www.orangehistorync.org/events](http://www.orangehistorync.org/events).



Friday, September 29 5:00 p.m. – 8:00 p.m. :  
 Saturday, September 30 9:00 a.m. – 7:00 p.m.

Collecto-Con starts this weekend. It's a two-day collector extravaganza. Over two days this weekend, collectors w their collections in various ways, including a collector pr vintage jewelry and fashion show, and a collecto-crawl: map tour. Get your tickets to Collecto-Con [here](#).

## On Air Today: 'Collecto-Con' at the Orange County Historical Museum

Posted by Aaron Keck | Sep 22, 2023 | On Air Today

97.9 The Hill WCHL and Chapelboro.com are your headquarters for local news and local voices in Chapel Hill-Carrboro. Every weekday morning, 97.9 The Hill's Aaron Keck chats with government officials, UNC scholars, business and nonprofit leaders, area musicians, and others in our community as they share their thoughts, their experience, and their expertise on the central issues of today. [Click here to listen back to all of Aaron's conversations](#) – and tune in to "This Morning with Aaron Keck" at 7:30 a.m. on 97.9 The Hill to hear those conversations live.

The Orange County Historical Museum is holding a weekend-long "Collecto-Con" to celebrate their new exhibit, "Treasure Hunters"! Friday and Saturday, September 29-30, everyone's invited to the museum for a treasure hunt, a fashion show, lectures, home tours, a Saturday evening reception, and more. (The exhibit itself runs through December 31, featuring the interesting and eclectic collections of Orange County residents.)

Aaron discussed the exhibit and with Courtney Smith and Catie Atkinson of the Orange County Historical Museum. Visit [OrangeHistoryNC.org](http://OrangeHistoryNC.org) for details on the exhibit and the event.



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**FEATURING**

- **Collecto-Couture:** a Vintage Clothing & Jewelry Fashion Show
- **Presentations:** Metal Detecting, European Armor, Quakers, Chewa Art, Rocks & Gems, Folk Art Buildings
- **Collector Meet-and-Greet**
- **Collecto-Crawl:** a Treasure map Tour of Hillsborough's Food and Drink Venues

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 "\*\*\*\*\*"

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The story of White and Black families in Coastal Carolina from the Civil War through Reconstruction. For the former slaves and their sympathizers, it is an era of continuing repression, hate, bigotry, and violence.