

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: <ul style="list-style-type: none"> ● Chelsea Maier, Board Member ● Iva Beveridge, Program & Marketing Director (programs@hillsboroughartscouncil.org) ● Joshua Collins, Board Chair 		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-643-2500	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 395,000		
Contract General Information		
Contract Quarter for Report: 1st Quarter (July-Sept)	Amount of Contract Funding: \$7,125/Qtr	

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

- Last Fridays & the Art Walk (LFAW): July 28 (Dog Days of Summer), August 25 (Back to School / Arts Education), September 29 (Fall Fun)
- Gallery & Gift Shop (G&GS): Open 6 days per week, Tues-Sun 12-4pm + Fri & Sat 11am-7pm + until 9pm during Last Fridays
- HAC/C3 Satellite Gallery: Open weekdays 9am-5pm & during Last Fridays (not funded by this grant)
- Weekend of Art (Handmade Parade & Market): Initial steps of the planning phase began in May, which included contacting key collaborating artists & stakeholders to identify the date for the 2024 occurrence of this program. The current plan is to host May 31st through June 1st. HAC is currently reviewing the budget to plan for participating contracted artists.

Please explain how the organization successfully promoted tourism in Hillsborough:

The Hillsborough Arts Council is proud to serve our mission of building community through the arts while driving tourism, economic impact, and public engagement with all art forms. This fiscal year we continue to focus on fostering strong relationships across cultural organizations, businesses, neighborhoods, and schools in Hillsborough and Orange County. This quarter was filled with monthly Last Fridays & the Art Walk activities, growth in sales at the G&GS, and an increased focus on ArtCycle, our primary arts in education program.

The 2023 season of Last Fridays & the Art Walk (LFAW) has been structured to entice repeat visitation month after month and to encourage tourists and locals alike to build LFAW as recurring events into their monthly social calendar. This also ensures tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. Additionally, we have layered in special "themed" months, as was the case with the July LFAW with Dog Days of Summer which boasted dog-themed arts activities across the afternoon, and the August LFAW which promoted arts education & featured back-to-school activities. Each month of Q1, we have scheduled live music on the back of the Old Courthouse Lawn and by leveraging this central downtown platform to showcase emerging musicians and host shorter sets of live music, we have had success in balancing the various needs and desires for how Last Fridays entertainment can best support our community. Visitors generally stop by for 1-2 hours of music on the lawn, connect directly with artists at the Makers Market, participate in art making, receive event details & tourism suggestions at the HAC info booth, and then continue roaming Hillsborough as they make their way along the Art Walk.

This quarter, LFAW drew thousands of visitors with the Art Walk, Living Arts Collective in River Park, the Roaming Poets series, and continued Makers Markets. Through consistent elements of our programming with thematic variations and monthly collaborations with featured artists and community groups, our LFAW events highlighted engaging festivities as outlined below, driving tourism across Hillsborough.

- July's "Dog Days of Summer" Last Friday & the Art Walk featured:
 - Uproar Festival of Public Art - Roaming Poets toured Uproar Public Art sites in Hillsborough to promote the county-wide festival.
 - Paws4ever - Rescue puppy station

- Pet-themed coloring pages by local artist Jamie Lawson
- Pop-up Pet Portraits offered by Katie Smith Photography
- Tre Charles performed live music on the courthouse lawn
- August’s “Back-to-School/Arts Education” Last Friday & the Art Walk featured:
 - ArtCycle Supply Drive - A collaboration with Orange County Schools, accepting donations of new and barely used art and school supplies for students returning in the 2023-2024 school year. We officially launched year-round ArtCycle Drop-Off Boxes at HAC, the Orange County Public Library, and Studio 71, seeing a successful stream of donations benefiting Arts Education in Orange County Schools.
 - Bull City Music School student performance with Brown Sugar Strings on the courthouse lawn.
- September’s “Fall Fun” Last Friday & the Art Walk featured:
 - Belly dancers
 - Hillsborough Independent Dance Artists performance in
 - Orange County Historical Museum’s Collecto-Con fashion show and launch party.
 - Sunsp.t performed on the courthouse lawn
 - Cedar Walk Wellness Center hosted the Unity Wellness Event which offered donation-based wellness services which were then donated to HAC.

Another way we have had success in boosting tourism is through collaborations with other artists and cultural groups. In River Park, the Living Arts Collective has been cultivating space for Hillsborough’s multi-cultural community of drummers and dancers. Each month they offer unique ways for visitors of all ages to express themselves and interact with nature, history, and art. Leveraging partnerships like these examples (and many others) to provide Last Fridays programming increases the number of people who are likely to visit from out of town to participate and make memories in our wonderful, artistic community.

In addition to our special exhibitions this quarter, we continued operating the G&GS 6 days/week with extended hours every Friday and Saturday evening, staying open until 7pm to contribute to Hillsborough’s nightlife and offer visitors a fun shopping experience & tourist resource while they’re dining out. Volunteers are recruited and oriented through this venue and HAC events as well as other local tourism-driving activities are cross-promoted through marketing materials provided on-site.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: ~2,100

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~5,900

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):

Ways we track attendance:

- Clicker counter at G&GS
- Responses to event listings on Facebook
- Estimates & headcounts of crowds at Last Fridays
- Geographic information collected via in-person surveying at G&GS (at least 20% of visitors on average are successfully surveyed) & thru event registration forms (when applicable)
- Registration forms for events where registration is required, also yields geo/demographic info

Gallery & Gift Shop - clicker counter for total visitation & survey for capturing a statistically significant percentage of geographic information

Total Visitors: 3224

July: 1095

August: 1120

September: 1009

Tourists/Geographical Data: 74% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 61% of those tourists visiting from outside of Orange County as well.

Last Fridays & the Art Walk

We estimate between 1500-2500 visitors to Hillsborough during the Last Fridays Art Walk event each month. This data is collected based on attendance reports at Art Walk venues, as well as headcounts taken at entertainment and programming zones. Additionally, responses to Facebook Events and visitation to event details online are taken into consideration. On average, 150 of the thousands of visitors to each Last Fridays stop by to directly engage with our info booth & art-making activities (hosted during the Makers Markets that occur May-October), which often include first-time attendees or new tourists to Hillsborough.

Geographical information for LFAW is currently assessed based on statistics collected from other programs, which indicate that HAC programs attract on average about 25-35% residents of Hillsborough and 65-75% visitors from other towns/counties/states. We also look at website traffic and identify correlations between digital and in-person engagement with our activities.

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

- The Colonial Inn is a participating venue for the Last Fridays & the Art Walk season. They host live music in their courtyard and specials as part of this monthly event.
- The Colonial Inn is promoted in our ongoing marketing, showcasing this premier hotel choice for anyone wanting to extend their stay at a HAC event to spend the weekend in historic Hillsborough
- The Colonial Inn, Yonder: Southern Cocktails and Brew, Tom Steven's Gallery and Margaret Lane Gallery all hosted poets during LFAW in Q1.

- LFAW activities occurring monthly with rotating activities strategically spread out across each month entices repeat visitation and extended/overnight stays, especially as we collaborate with other groups hosting activities during the weekends when a LFAW is happening.

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

- Ongoing process to collect information needed from participating venues for LFAW 2023 season - secured their participation in early Feb & shared loose themes for inspiration & awareness of what HAC will be doing to boost visitation; google forms, online web forms, etc. are used in follow-ups sent to venues each month with a final line-up of monthly activities & requests to get their details for cross promotion
- Direct emails, posting in DT merchant & other local FB groups/pages, stopping by businesses to discuss plans, scheduling recurring meetings to align with other cultural partners on opportunities for overlap, posting dates to Alliance's community partners calendar as well as public-facing community event calendars around Hillsborough, Orange County, and the Triangle
- Establishing HAC's website as a reliable source for event information that is updated multiple times per month to inform viewers of detailed activities

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

HAC's direct expenses for LFAW during Q1 (July - September) was \$6800. Using the Arts and Economic Prosperity Calculator, LFAW expenditures brought a total of \$14,561 in revenue for the state government and a total of \$10,061 in revenue for local government. 5 FTE positions were supported through our work, and a total of \$107,906 of household income was generated through our expenses. A total of \$238,692 was spent by our audiences at LFAW.

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:

CALCULATE →

RESET →

PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$6,800"/>	<input type="text" value="0"/>	<input type="text" value="\$4,445"/>	<input type="text" value="\$193"/>	<input type="text" value="\$345"/>
AUDIENCES:	<input type="text" value="\$238,692"/>	<input type="text" value="5"/>	<input type="text" value="\$103,461"/>	<input type="text" value="\$9,868"/>	<input type="text" value="\$14,216"/>
TOTAL:	<input type="text" value="\$245,492"/>	<input type="text" value="5"/>	<input type="text" value="\$107,906"/>	<input type="text" value="\$10,061"/>	<input type="text" value="\$14,561"/>

How many volunteers did the contract partner utilize this quarter: 42

How many volunteer hours were logged at the contract partner for this quarter: 373

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

- The return of the Makers Markets on the Old Courthouse lawn was extremely well received, especially by the artists and other vendors who are eager to share their work at Last Fridays. This element also helps to provide a central location for event information & entertainment, while not competing with the brick-and-mortar businesses offering activities nearby.
 - We host the Makers Markets component of LFAW only during the months of May-October because of the increased risk of poor weather and how early the sun sets during the "shoulder" months. This year our decision to maintain that schedule was affirmed by the experience of more risky weather conditions in March and April.
 - Having live music on the Old Courthouse lawn has helped satisfy requests from the community for an accessible live music option that is not tied to a specific venue.
 - The return of food vendors to the Makers Market is a new addition this season and has been a great improvement in terms of offering quick, affordable, family-friendly options during the event. We have not hosted food trucks at LFAW since pre-pandemic and while we are still working out some logistical issues with parking and the street closure, we are overall very happy with how well the curated food truck selection is complementing the existing Hillsborough restaurant scene. As with music & other entertainment hosted by HAC, we are careful to avoid competition with other local businesses when making decisions on who to feature.
- HAC's marketing efforts ramped up this quarter in a way that has elevated the overall mission and branding of HAC, helping to further amplify the visibility of Hillsborough's arts scene and the tourism projects that we facilitate. This is thanks to the tremendous work of HAC's Program & Marketing Director, Iva Beveridge, who has been fine-tuning and tracking HAC's PR/marketing efforts since early 2021.
- The Gallery & Gift Shop continues to provide record levels of income to local artists, thanks to the growing number of visitors who find their way to this venue for shopping, arts intel, and tourism information. Compared to the same timeframe last year, G&GS sales are ahead by 35% and total visitation is ahead by 17%.
- HAC launched its first official internship program which operates under the leadership of our Program & Marketing Director, Iva Beveridge, and with administrative assistance from our Gallery & Volunteer Manager with support from other staff depending on the scope of the internship being offered each session. Our first intern began working alongside our team in June and is focused on expanding the marketing efforts of the organization, particularly in regards to attracting a younger and more diverse audience to HAC's programming. Key intern responsibilities are below:
 - Graphic Design (social media content, event fliers, organizational assets (A-frame sidewalk sign, HAC bookmark), print ads, on-site & pre-event signage.)
 - Social Media Content Calendar Management
 - Occasional Website Updates
 - E-News & PR Support
 - On-Site Event Support
 - Post-Event Marketing Impact Analysis
- The Living Arts Collective activities in River Park have become an essential element of Last Fridays, especially for visitors who typically were not drawn to more traditional Art Walk/gallery events.

The drumming, dancing, and family-friendly offerings have created an inclusive environment with a focus on improvisation and self-expression through the arts. It has been wonderful to see the diverse community that builds each month through this partnership.

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):

- As audience participation grows for programs like Last Fridays, we are aware of the strains it puts on existing infrastructure, particularly the limited public parking options available around town. We are keeping a close eye towards how quickly the public parking areas fill up during these events, and welcome guidance/suggestions from the Town on how best to facilitate continued growth in tourism.
- Though not unexpected, an ongoing challenge we encountered this quarter is the need to identify and build relationships with more volunteers who can help plan and execute core programs. We will continue optimizing our volunteer recruitment efforts so HAC programs stay on track in every season and so that staff bandwidth is not always fully maxed out.

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):

HAC continues to promote events through:

- Email & monthly e-newsletters
- Social media & online calendar postings
- Paid Ads
- Fliers/Signage/Banners
- Radio
- Cross-promotion and collaboration with artists, local businesses, & community partners
- Quarterly Press Packages

We continue to expand PR locally and regionally. HAC's events and event photography receive widespread attention and excitement from HAC's proprietary marketing, cross-promotional efforts, and organic news channels.

EXAMPLES (more visuals will be provided via presentation during the meeting):

- Monthly ad spot on WUNC-FM to promote Last Fridays & the Art Walk
- 2023 LFAW Season Rack Card with Art Walk Venues, Dates, QR code to info online & general activities to expect distributed at key tourist/visitor stops
- Print Ads in local media/partner outlets
- 2023 website keeps marketing fresh and optimizes visitor experience to easily find what they're looking for. Additionally, the interactive Last Fridays map highlights key programming zones & participating venues.
 - We've had success establishing HAC's website & social platforms as go-to resources for arts events in Hboro
- Monthly LFAW Banners at Welcome to Hillsborough & the Historic Orange County Courthouse banners on the week before and night of each event.
- Monthly LFAW one-pager & event flyers - branded, quick & easy to use info about what special programming we have rotating each month - shared online, at G&GS, HAC info booth, and at art walk venues, with expanded distribution of flyers promoting specially-themed components (e.g. ArtCycle Supply Drive)
- The G&GS & our monthly HAC info booth (when active, May-October) are hubs for other tourism materials & we have made space for signs, rack cards, and brochures as long as it aligns with our general mission to build community through the arts
- Press packets distributed at least quarterly to 250+ arts organizations and media outlets. Includes links to website, press release copy, marketing assets (icons, social graphics), high-quality photography with image credits, and more
- Community calendar listings - posted to 20+ calendars in the Triangle to promote our events
- FB events - created events for each activity we have scheduled this spring and for each LFAW in 2023 season

LFAW public-facing web-page for full monthly event details: www.LastFridays.org

[HAC Facebook Posts](#)

[HAC Instagram Posts](#)

[Q1 Press Package](#)

[ArtCycle / August Last Fridays Press Package](#)



HAC Programs in the MEDIA:

Our Q1 tourism activities were featured by a variety of media/community partners, including the Alliance/Visit Hillsborough, Visit Chapel Hill, Chamber of Commerce, OCHM & Burwell School, Orange County Artist Commission, Orange County Players, Town of Hillsborough, and more. Events were publicized in digital and print media, including coverage by WUNC, Indy Week, WRAL, CBS17, ABC11, WHUP, News of Orange, Chapel Hill Mag, Triangle on the Cheap, Hulafrog, and more.

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:

HAC is dedicated to supporting our communities' enjoyment and engagement through the arts and it is essential that our organization receives support from the community to continue to provide programmatic events that are dear to those that attend. We are dedicated to fundraising throughout the LFAW season as HAC board and staff members attend LFAW whenever possible, garnished with their HAC name badge which includes a QR code linked to our donation site. While attending LFAW and interacting with visitors, staff and board members can direct attendees to HAC's giving page at a moment's notice. This fundraising method has proven effective and also encourages our staff and board to connect with visitors, whether new or seasoned to the monthly LFAW festivities. We plan to have a donor/sponsor/volunteer appreciation event in October to thank those that continue to support HAC monetarily or through their in-kind time as a volunteer. Additionally, we continue to foster our year-on-year donors, "Sustainers". By reaching out to new donors at LFAW we increase our pool of potential Sustainers for the future. Finally, planning has begun for next year's fundraising event, Equinox, which will occur during the spring.

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 **				

Signatures	
<p>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.</p>	
EXECUTIVE DIRECTOR	
Signature:	Date:
Printed Name:	
BOARD CHAIRPERSON	
Signature: 	Date: November 27, 2023
Printed Name: Joshua Collins	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature: 	Date: November 26, 2023
Printed Name: Chelsea R. Maier	