

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: The Alliance for Historic Hillsborough		
Contract Contact Person and Title: Amanda Boyd		
Contact Person Email: Director@historichillsborough.org	Contact Person Phone: 919-732-7741	
Organization Street Address: 150 E King St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 246,548		
Contract General Information		
Contract Quarter for Report: Q1 July - September	Amount of Contract Funding: \$ \$229,169.98	

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

Throughout the fourth quarter, the Alliance for Historic Hillsborough performed the duties as outlined in the FY2022 Contract Scope of Work. We managed the Visitors Center, ensuring that it was open, free to the public, and staffed with paid personnel and well-trained volunteers. We are open seven days a week, Monday-Saturday 10-4 and Sunday 12-4. At the Visitors Center, we ensure that visitors receive recommendations on things to do, places to eat, where to stay, and any literature and visitor services materials they may need. Staff and volunteers also answer inquiries in person or via phone, email, mail, or through digital and social media, and we actively stock, promote, and manage the Hillsborough Visitors Center gift shop.

Visitors Greeted

- July 313
- August 302
- September 328

Heritage Education

- Field Trips - September = 72 students

Events Hosted in Q1

- Virtual Lunch & Learn Series continued in collaboration with The Burwell School Historic Site.
 - July: 40 in attendance
 - August: 47 in attendance
 - September: 29 in attendance
- Additional Outlandish Hillsborough Walking Tours and collaborative programming continue for August and September.
 - August: An Evening with Outlander - 2 walking tours and dinner at the Colonial Inn - 60 in attendance
 - September: 1 Outlandish Tour and Wee Swallie - walking tour and specialty drink tasting at Yonder - 31 in attendance
- We continued to facilitate village work days for the replica village
- We were able to increase our weekend history walking tours from twice a month to three times per month for Q1.
 - History Walking Tours July-September: 65 in attendance
 - Churton Street Stroll in Barney July - September: 1 in attendance

TOTAL SERVED Q1: 1,318

Please explain how the organization successfully promoted tourism in Hillsborough:

The Alliance worked with Tourism Board staff to implement our tourism marketing program.

Our work also included

- Maintained the tourism website
- Managing and implementing marketing strategies for social media channels
- Publishing a monthly e-newsletter
- Highlighting tourism-related events and special programs

- Creating a monthly calendar of events for town map kiosks.

Staff continues to distribute literature to regional welcome and transportation centers, and we provide visitor materials to locations around town. We will also continue to market to and assist groups with itinerary planning, educational programs, and special events to encourage group visitation. All efforts are in support and guidance of Shannan Campbell.

Tourism Programs we supported during Q1

- Uproar July - August
 - Assisted with setting up, social media awareness, radio ad campaigns, and served as a map depot/info station during the event
- HAC's Last Fridays - Q1
 - We continually offer social media and digital support to help promote the program. We also included blurbs of each month's events in our radio spots and ensured an updated presence of Last Friday offerings on the new landing page that was connected to this fiscal year's print marketing
- Hog Day - September
 - We were able to highlight the event via our social media and paid for a small Facebook boost to our online audience.
- Burwell Fest - September
 - We also boosted this event via Facebook and ensured its details were featured on our new landing page. We also included a blurb for the event in our paid radio ads.
- Collecto Con - September
 - We also boosted this event via Facebook and ensured its details were featured on our new landing page. We also included a blurb for the event in our paid radio ads.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 197 (15%)	Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 1,121
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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):

We measure residents and tourists who come to the Visitors Center through our sign-in sheets and by doing a physical headcount. We measure program attendance through Eventbrite, which counts registrants, and through Zoom, which measures attendees.

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

In collaboration with Shannan Campbell, the Alliance works to focus marketing efforts towards events big or small. However, there is emphasis placed on tourism initiatives that help to encourage overnight stays, such as Hog Day and Last Fridays. We also work alongside the TDA-supported marketing efforts to help either enhance or cross-promote messaging when necessary.

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

See overview of Q1 events and tourism support

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

Total Expenditures: \$27,359 from Organization	Local Government Revenue \$1,629 from Organization
\$39,324 from Audience Total \$96,683	\$1,626 from Audience Total \$3,255
FTE Jobs: 2 from Organization	State Government Revenue

1 from Audience Total 3 Household Income \$37,494 from Organization \$17,045 from Audience Total \$54,539	\$2,911 from Organization \$2,342 from Audience Total \$5,253
How many volunteers did the contract partner utilize this quarter: 6	How many volunteer hours were logged at the contract partner for this quarter: 120

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

Successes:

1. Outlandish Hillsborough Walking Tours and Collaboration: We plan to continue to expand the Outlander-themed offerings. We have gotten requests for certain collaborations from additional Hillsborough businesses and look forward to creating more unique experiences for the Outlander fanbase.
2. Field Trips and Private tours: Ben has diligently been working on expanding our reach for field trips and private tours. Our bus tour program has relaunched and has received positive feedback, especially for those who may have mobility issues or limitations. Field trip requests continue to roll in. Ben has done a tremendous job looking at ways to curate an experience for kids with our historical partner in mind. We would like to explore alternative funding to help bring in children from areas whose transportation resources are limited.
3. Marketing & Promotion collaboration: I am extremely proud of our marketing and promotion efforts for Q1. While we have always been able to collaborate to support area events, Shannan and I focused our efforts towards a forward-thinking strategy, creating additional avenues such as the new landing page 'experience Hillsborough.' I'd like to continue to look for ways to collaborate in marketing ventures either by organic features, native articles, free press opportunities, or partner postings
 - Marketing Snapshots
 - Instagram: Audience grew by 159
 - Facebook: Audience grew by 69
 - Newsletter
 - Audience grew by 74
 - Open rate averaged 40%
 - Average Click Rate 347
 - Website Traffic
 - Users grew by 1k
 - experience hillsborough landing page received 1243 visits

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):

Obtaining new volunteers: Like all area nonprofits, we continue to struggle to find new volunteers. We would like to increase our tour offerings and would like additional hands in planning and executing our events, but we have found it challenging to receive active participation.

Week-day events: We have received an increased number of walking tour requests for the weekdays, especially Monday and Thursday. While we aren't able to accommodate this request at this time, we are looking to navigate our staffing schedule to accommodate in the Spring.

Community event Participation: The Uproar Arts Festival had an amazing turnout for its first year! Like many other local community events, we do our best to participate in a way that is supportive, which generally includes marketing and promotion. We would like to take a more active support role for Uproar at the next chance, with our staff being made available to help set up and organize when needed. We have begun tackling this initiative with events such as the Gingerbread House Tour, Hometown Holidays, and Solstice Lantern Walk. Working to make our staff available for set up and additional assistance beyond marketing will help the Alliance build deeper ties in the community and help us to be more informed about the details and ongoings of the events visitors are coming to Hillsborough for.

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):

FY24 Advertising and Marketing Plan for Q1 included

- Radio
 - WHUP seasonal ad (purchased by TDA, managed by AHH)
 - WUNC Summer ad August
- Print
 - Chapel Hill Chamber Map (TDA)
 - Raleigh Mag Traveler Guide
- Digital
 - WRAL email blast August Day Trip Guide
- Social
 - Chapel Hill Mag Reel (TDA)
 - Uproar Reel Boost
 - Collecto Con boost
 - Fall Fest Boost

FY24 Promotional Material Q1

- Visitor Information handouts
 - Parks and Recreation location and details
 - Restaurant guide

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:

Our goal for this current fiscal year is better our current income sources such as history tours, specialty tours, bus tours, field trips, and virtual scholarly educational content. As we partner and support the other historic sites and community organization in Hillsborough, we are careful not to pull attention with bold fundraising initiatives but instead, we are striving to expand and perfect the niches that are a strong suit to the Alliance. As mentioned before, we have seen a growth in history and are quickly finding ways to combine our focus of tourism/visitor services, heritage education, and preservation. Bettering these programs will help us to focus on continued growth and better understand how we can continue to support the development of our partners.

The Alliance also provides donation opportunity both on our website and during all free programming. Since much of our programming is collaborative, we do hope folks keep in mind that a certain percentage of proceeds are donated to our partners so we all can continue to work together delivering quality content and curated experiences.

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				
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:			Date:	
Printed Name:				
BOARD CHAIRPERSON				
Signature:			Date:	
Printed Name:				
CONTRACT CONTACT PERSON (if different than Executive Director)				
Signature:			Date:	
Printed Name:				