



FY 2024 Contract Scope of Work Response Hillsborough Chamber of Commerce - Events

Organization Information		
Organization Name: Hillsborough/Orange County Chamber of Commerce		
Contact Person and Title: Scott Czechlewski, CEO		
Contact Person Email: scott@hillsboroughchamber.com	Contact Person Phone: 919-732-8156	
Organization Street Address: 200 N. Churton St.		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 215,000		
General Contract Information		
Contract Name: Hillsborough Holiday Tree Lighting and Small Business Saturday Event		
Month(s) or Date(s) in which Proposal Project/Services will take place: JULY 1st, 2024- JUNE 30th, 2025		
Outline/Overview of Scope of Work		
Please explain generally how the organization is going to perform the duties requested in the FY2024 Contract Scope of Work Update during Q1(July-Sept):		
<ul style="list-style-type: none"> - Obtain local event permits - Reserve courthouse grounds for tree lighting ceremony - Schedule port-a-potty and handwashing station rentals - Secure commitment for DJ, choral groups, band, etc. - Update marketing and other materials - Begin assessing required police support and road closures 		
Please explain generally how the organization is going to perform the duties requested in the FY2024 Contract Scope of Work Update during Q2 (Oct-Dec):		
<ul style="list-style-type: none"> - Order arts and crafts supplies - Update website/marketing materials - Develop program for tree lighting - Meet with destination marketing partners to discuss advertising for events and create plan - Schedule Santa Claus/Mrs. Claus appearance - Arrange liability insurance policy - Conduct volunteer recruitment - Coordinate with businesses (distribute cards to be stamped, etc.) - Schedule Mayor and Commissioners to participate in tree lighting - Finalize street closure, security, clean-up, etc. plans - Order event banners and yard signs 		

- Schedule photographer
- Secure sound system
- Order Christmas cookies
- Purchase decorations
- Event day: install decorations, set up arts & crafts tables, arrange cookie distribution station, brief volunteers, set up sound system, put up banners, etc.

Please explain generally how the organization is going to perform the duties requested in the FY2024 Contract Scope of Work Update during Q3 (Jan-March):

N/A – tree lighting planning generally takes place in Q1 and Q2

Please explain generally how the organization is going to perform the duties requested in the FY2024 Contract Scope of Work Update during Q4 (April-June):

N/A -- tree lighting planning generally takes place in Q1 and Q2

Outline/Overview of Job Tasks and Schedules

Please explain generally how the organization plans to accomplish all goals associated with the scope of work, including but not limited to, marketing, hiring, volunteer recruitment, exhibit development, event tasks, etc.

Chamber staff will conduct tree lighting event organization tasks outlined above. We will collaborate with Alliance staff on marketing.

We will work with police/fire departments on security, safety, street closures, etc.

Volunteer recruitment will be done through Volunteer Match, outreach to high schools and 4-H, and direct recruitment of past volunteers (Chamber board members, community partners, etc.).

Please explain how the organization is going to fundraise and build sustainability in FY25:

We will try to recruit sponsors for the tree lighting event.

Please explain how the organization plans to grow tourism in Hillsborough in FY25:

Re-launch of Merchants Association could create additional events (like Ladies Night Out), more marketing and promotion, increased collaboration between business owners, streetscape and signage improvements, etc., which should aid tourism. We will continue to create our digital relocation/community profile, market the area through our website, and advertise in Chapel Hill and Durham magazines.

Marketing Plan

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q1 (July-Sept):

Direct marketing (email blasts) to Chamber member businesses, publication of community newsletter, advertising in Chapel Hill/Durham magazines, working with Visitors Bureau and tourism sites on marketing plan (collaborative effort), event banners, signage along roadways, coverage of event in News of Orange, possible radio spots on Chapelboro and WHUP, etc.

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q2 (Oct-Dec):

[same as above]

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q3 (Jan-March):

N/A

Please explain generally how the organization is going to provide the minimum requested marketing materials as well as any additional marketing and materials that will ensure the events/programs/projects/service/historic sites' success for Q4 (April-June):

N/A

Detailed Proposed Budget

a. Item	b. Amount Needed via Contract Funding in FY23 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources		e. Total Contract Budget (add columns b-d)
			Amount	Source	
i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	Non-profit Grant	\$8,000
1. Portable Toilets and handwashing station rentals	\$500		\$		\$500
2. Decorations (courthouse and grounds)	\$250		\$		\$250
3. Liability Insurance	\$450		\$		\$450
4. DJ and/or band	\$200		\$		\$200
5. Supplies for kid arts & crafts stations (ornament making, letters to Santa, etc.)	\$275		\$		\$275
6. "Naughty or Nice to Local Businesses List" Cards (collect 3 stamps at local businesses, receive free Christmas cookie at tree lighting)	\$575 (card printing, cookies and ink stamps)	\$	\$		\$575
7. Santa Claus/Mrs. Claus	\$300	\$	\$		\$300
8. Photographer	\$250	\$	\$		\$250
9. Sound system rental	\$150	\$	\$		\$150
10. Yard signs for advertising	\$250	\$	\$		\$250
11. Event banners	\$400	\$	\$		\$400
12. Staff time	\$1,000	\$	\$		\$1,000
TOTALS (sum of each column)	\$4,600	\$	\$		\$4,600

** PLEASE ADD ROWS AND/OR PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **

Signatures

I hereby certify that the information contained in this proposal is true and accurate to the best of my knowledge and that I have reviewed the Town of Hillsborough's Non-profit Guidelines and our organization is in compliance.

EXECUTIVE DIRECTOR

Signature:



Date: 4/12/2024

Printed Name: Scott Czechlewski

BOARD CHAIRPERSON

Signature:

Date:

Printed Name: Emilee Collins

GRANT CONTACT PERSON (if different than Executive Director)

Signature:

Date:

Printed Name: