

Hillsborough Tourism Development Authority FY25 Special Project/ Partnership Funding Request



Organization Information		
Organization Name: Orange County Arts Alliance		
Contract Contact Person and Title: Katie Murray, Executive Director		
Contact Person Email: kmurray@orangecountync.gov	Contact Person Phone: 919/245-2335	
Organization Street Address: 437 Dimmocks Mill Rd. Suite 17		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$271,103		
Amount of TDA funding being requested: \$8,000		
General Information		
Outline/Overview of the requested proposal:		
<p>This request is for the 2nd Uproar Festival of Public Art taking place during the month of August, 2025. This county-wide festival is a partnership between Orange County and the towns of Hillsborough, Chapel Hill, and Carrboro and aims to drive tourism and support local business through the arts. The festival will feature 60 works of outdoor public art throughout the three downtowns and will engage the public to vote on a \$10,000 People's Choice Prize. A jury panel will select additional winners. The festival prioritizes accessibility, with all works being in fully accessible locations and accompanied with audio descriptions for those with low vision. Additionally, there is no cost to participate in Uproar, providing a fun and affordable experience for the whole family. Uproar was the first festival of its kind in North Carolina, and promises an even greater impact in 2025.</p>		
Please explain how the proposal will promote tourism in Hillsborough:		
<p>Uproar was designed to increase tourism during the slow summer months in Orange County. By offering an interactive experience in which visitors are responsible for voting on the works, the festival draws participants into our downtowns where they spend money in our restaurants and shops. The first Uproar was a great success. This was especially visible in Hillsborough's small downtown, where for one month, streets were busy with people seeking out the works of art. The 2023 festival invested \$108k in marketing (\$48k paid for by Uproar, \$60k paid by Visit Chapel Hill/Orange County) and generated 32 statewide editorial stories including <i>Our State Magazine</i> and the <i>News & Observer</i> and included media partners WRAL and Triangle Digital Media. We plan to expand the marketing budget to a minimum of \$62,500 with additional marketing assistance from the Visitors Bureau in 2025.</p>		
Tourism Impact		
Please estimate the number of residents this proposal will serve: est. 10,000	Please estimate the number of tourists this proposal will bring to town: est 20,000	

If this proposal has been held or done before, please describe how the actual number of residents and tourists were counted (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):

Gauging the exact number of Uproar participants is extremely difficult due to the free-flowing, geographically large nature of the event. There is no registration process to participate or vote, and voting numbers in 2023 proved an inaccurate gauge of participation; many participants enjoyed seeking out the art without actually voting and many participants unexpectedly didn't understand how to use the QR code voting method. In 2025, we will be offering in-person voting methods and also hope to better engage the business community so we can rely on their survey input to determine increased foot traffic and sales.

The numbers used in 2023 to determine participation including the following:

- 67k views of uproarfestnc.com during the festival
- 51k views of the Uproar Google Map
- 4k printed maps distributed at Uproar Welcome Centers (Chapel Hill Visitors Center and Eno Arts Mill)
- 825 Uproar Welcome Center visitors
- 800 Saturday trolley riders (Chapel Hill and Carrboro only)

Please describe how you plan to partner with local hotel/motels on this proposal:

We will again work with the Orange County Visitors Bureau and Hillsborough TDA to negotiate special Uproar room rates for traveling participants to be featured on our "visit" page on uproarfestnc.com. We will also work with a specific hotel in the area to lodge our out-of-town artists and jurors. In 2023, we provided approximately 60 rooms nights for 30 artists.

Please describe how you plan to partner with local business/non-profits/governments on this proposal:

Community partnership is the key to Uproar, the first countywide arts event involving all three towns, UNC, and the county. In 2025, we hope to strategize ways to better engage the business community so they are fully informed about the event and can serve as ambassadors for the event, as well as provide feedback post-festival so we can better gauge its impact. We also plan to incorporate more community partners to ensure the festival is known throughout the community, especially in communities of color, the disability community, and low-income communities. Organizations we hope to engage include Marion Jackson Center for Saving and Making History, Fairview Community Center, El Centro Hispano and Diamante Cultural Center, the Refugee Community Partnership, Interfaith Council for Social Service, the local faith community, and Orange County Departments including Aging, DEAPR, and Social Services.

Please [calculate the overall economic impact](#) of this proposal (if applicable):

\$1M according to AFTA AEP5 calculator. It's also worth noting 55% of 2023 Uproar expenses (\$110k) supported Orange County-based residents and businesses.

Please outline how you plan to make this proposal financially sustainable overtime:

Partnership is a key component to Uproar, and we hope our towns will continue to view this investment as partnership in the event, as opposed to a simple sponsorship or grant. As the event grows in popularity, so will corporate sponsorship and therefore the overall budget of the festival; however, we will always rely on municipal support for the success of Uproar.

Detailed Special Project/Partnership Budget				
a. Item	b. Amount Requested via Grant Funds (for each item)	c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
		Amount	Source	
Ex: Revolutionary War Re-enactors	Ex: \$1,000	Ex: \$300	Ex: State Historical Society	\$1,800
1. Artist Payments & Prizes	\$8,000	\$84,000	Municipal/county funding; sponsorship	\$92,000
2. Marketing/Promotion	\$	\$62,500	Municipal/county funding; sponsorship	\$62,500
3. Logistics	\$	\$42,045	Municipal/county funding; sponsorship	\$42,045
4. Kick-off/Closing events	\$	\$26,000	Municipal/county funding; sponsorship	\$26,000
5.	\$	\$		\$
6.	\$	\$		\$
7.	\$	\$		\$
8.	\$	\$		\$
9.	\$	\$		\$
10.	\$	\$		\$
11.	\$	\$		\$
12.	\$	\$		\$
13.	\$	\$		\$
14.	\$	\$		\$
15.	\$	\$		\$
16.	\$	\$		\$
17.	\$	\$		\$
TOTALS (sum of each column)	\$8,000	\$214,545		\$222,545

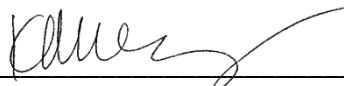
** PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **

Total Project Funding Requested from TDA \$8,000

Percentage of Matching Funds Provided (by either 'In-Kind Donations' or 'Other Sources'):	%96.5
Dollar amount of Matching Funds Provided (by either 'In-Kind Donations' or 'Other Sources'):	\$ 214,545

Check this box acknowledging that all funds must be used for the program/event as outlined in the budget and that the tourism logo and tourism partnership should be acknowledged and displayed on all promotional materials (flyers, tshirts, banners, social media posts) where other sponsors are listed or promoted.

8/25/24
Date


Signature & Printed Name