



STAFF REPORT
Hillsborough Tourism Development
Authority
August 28, 2024

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: FY25 Special Project/Partnership Funding Request- OCAC Paint it Orange Plein Air Paint Out

Attachments:

1. Orange County Arts Commission Proposal for 'Paint it Orange'- \$1,000 Sponsorship

Background:

The OCAC's Paint it Orange Plein Air Paint Out is in its 8th year and the TDA was an early sponsor, helping to make the event successful. It has grown year over year and generates hotel stays from the artists that participate and visitors that come to see the artists 'in action'. The event is one that is widely photographed and shared on Instagram because you can see artists in real-time painting their pieces.

Staff recommendation and comments:

Staff recommends sponsorship of the event. It supports overnight stays and the photography and cross-posting on social media is a good return on investment for the marketing of Hillsborough as a great place to interact with art.