

# 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: <a href="mailto:kmurray@orangecountync.gov">kmurray@orangecountync.gov</a>	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>The Orange County Arts Commission (OCAC) and Orange County Arts Alliance (OCAA) will host the 8th Annual Paint it Orange Plein Air Paint-out Fundraiser September 28 -October 4, 2024. Paint it Orange has become one of the most anticipated paint-outs in the state, with local and visiting artists painting en plein air (in open air), capturing the landscapes and landmarks of our county. Juroring will take place on Friday, October 4 at the Eno Arts Mill Gallery in Hillsborough. An Awards and Preview Party for artists and sponsors will take place from 5-6pm, followed by a "Wet Paint Sale" from 6-9pm corresponding with First Fridays at the Mill. The exhibit will remain through the end of November. Last year's paint-out was a great success, drawing more than 75 artists and featuring over 150 works of original fine art. Again this year, the Paint it Orange planning committee will host the Harvest Moon Party on Wednesday, October 2, from 6-9pm at The Barn at Union Grove Farm. Artists and sponsors will enjoy great food, beverages, and live music. Funds generated by the event will support the OCAA, a 501c(3) nonprofit organization created by the Orange County Arts Commission to further support and nurture the creative community of Orange County. Again this year, we will include a youth competition for Orange County middle and high schoolers, with cash prizes awarded to winning youth and the winning school art departments.</p>		
Please explain how the proposal will promote tourism in Hillsborough:		
<p>Paint it Orange has continued to grow over the last seven years and is now one of the largest paint-outs in the state. Last year's paint-out hosted 76 artists from four states. Artists spend three days painting around Orange County and spend money on meals and shopping while they're here. Based on our 2023 artists survey, artists spent an average of \$71 per person on meals, travel, and lodging while attending PIO. For 2024, a special 20% discount is offered to all artists at the Colonial Inn, and the PIO website points participants to hotel links on the Visit Hillsborough and Visit Chapel Hill/Orange County websites. The Wet Paint Sale opening on the first Friday of October usually draws 300 attendees, many of whom dine in downtown and West Hillsborough before the event.</p>		

**Tourism Impact**

Please estimate the number of residents this proposal will serve: est. 500

Please estimate the number of tourists this proposal will bring to town: est 200

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):

Artists are required to register to participate in Paint it Orange, making it easy to determine who is local/Triangle-based and who is traveling from out of town. As for the opening event, tracking attendance is somewhat more difficult due to the layout of Eno Arts Mill, but we typically estimate attendance based on parking availability and the number of visitors to food trucks, beverage stations, and our kids' activity area.

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

The Colonial Inn is offering a 20% discount to all PIO artists and also hosting our juror for three nights. We also plan to reach out to Holiday Inn Express to see if they are able to offer a discount. We link to both Visit Hillsborough and Visit Chapel Hill/Orange County for a complete list of hotels.

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

All artists are given goodie bags filled with art supplies, coupons and gifts from local Orange County businesses. We are happy to include any promotional items to business or organizations wishing to be included.

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

\$27k according to AFTA AEP5 calculator.

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

Paint it Orange is a fundraiser for the Orange County Arts Alliance and relies on sales of artwork and sponsorships for the majority of funds raised. Last year's paint-out netted \$16k which was used for programs like the BIPOC Artist in Residence program at the Eno Arts Mill and youth/adult class scholarships.

**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. Marketing	\$1,000	\$427	Sponsorship, registration fees	\$1,427

2. Logistics	\$	\$2266	Sponsorship, registration fees	\$2266
3. Artist Payment	\$	\$14,709	Sponsorship, registration fees, painting sales	\$14,700
4.				
5.	\$	\$		\$
6.	\$	\$		\$
7.	\$	\$		\$
8.	\$	\$		\$
9.	\$	\$		\$
10.	\$	\$		\$
11.	\$	\$		\$
12.	\$	\$		\$
13.	\$	\$		\$
14.	\$	\$		\$
15.	\$	\$		\$
16.	\$	\$		\$
17.	\$	\$		
<b>TOTALS</b> (sum of each column)	\$1,000	\$427		\$18,393

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

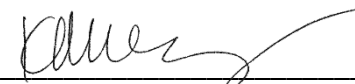
**Total Project Funding Requested from TDA \$1,000**

Percentage of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): %94.6

Dollar amount of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): \$ 17393

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