



STAFF REPORT
Hillsborough Tourism Development
Authority
August 28, 2024

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: FY25 TDA Special Project/Partnership Funding: Uproar Festival of Public Art

Attachments:

1. Orange County Arts Commission Proposal for UPROAR- \$8,000 Sponsorship

Background:

The UPROAR festival of public art was first debuted in Orange County municipalities in the summer of 2023. It was the first event of its kind in NC. Uproar featured sixty bold, high-impact, outdoor works of art showcased throughout the downtown communities of Chapel Hill, Carrboro, and Hillsborough, and \$37,000 in cash prizes were awarded based on public voting and a jury panel of experts.

The festival was a big hit, especially for walkable Hillsborough, and the OCAC would like to do it again, but needs financial support to make it happen again. The festival is a month-long and through partnership we marketed it as an opportunity to make a weekend trip here to see all the pieces, hence the tie to occupancy tax revenues. The Tourism Board could also be asked to support part of the cost if the TDA desires.

Staff recommendation and comments:

Staff recommends sponsorship of the UPROAR event, all or in part, by the TDA. The festival supports the arts/live music initiatives that the tourism program promotes and that our town is known for. As the festival grows so will the visitors to the area specifically to see the art pieces.