

FY 2025 Contract Scope of Work Hillsborough Tourism Board Alliance for Historic Hillsborough- Visitors Services & Visitors Center Operations



The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Alliance for Historic Hillsborough to continue to operate the Hillsborough Visitors Center on a regular, on-going basis and to include the following activities:

General Visitors Center Administration and Operations:

- Administer and manage the Hillsborough Visitors Center building/property and create a welcoming and interesting Visitors Center experience
- Free general admission to the Visitors Center/Alexander Dickson House
- General admission hours of operation, seven days a week:
 - Monday-Friday 10am-4pm
 - Saturday 10am-4pm
 - Sunday 12pm-4pm; with extended hours (if needed) for the following Special Events:
 - Revolutionary War Living History Day
 - Last Fridays and Artwalk
- Hosting on the grounds or inside of the Visitors Center a minimum of 5 special events per year that highlight the Visitors Center/Alexander Dickson House and support the Tourism Program, either during or outside of, regular hours of operation
- Work with tourism partners in Hillsborough to coordinate programming and special projects at various sites and for special events
- Greet visitors to the Hillsborough Visitors Center and provide recommendations on things to do, places to eat, where to stay and other visitor services
- Staff the Hillsborough Visitors Center with well-trained and friendly paid personnel and volunteers
- Recruit, train, coordinate and supervise volunteers at the Visitors Center
- Answer inquiries in person, or via phone, email, mail, or other digital/social media
- Work with Tourism Board staff to stock, promote, and manage Hillsborough Visitors Center gift shop
- Respond to requests for visitor information packets as needed
- Provide general financial management and oversight of the Visitors Center Operations, including maintaining a detailed Visitors Center Operations budget including revenues and expenditures.
- Provision of an adequate supply of visitor services materials to the general public at the Visitors Center including:
 - o Printed brochures and/or rack cards for all attractions, tours, and events going on in the Hillsborough area
 - o Hillsborough, NC Official Visitors Maps & Guides
- Inclusion and acknowledgement of Tourism Board's support of the Hillsborough Visitors Center by use of Hillsborough Tourism logo on all printed and promotional material produced for special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.

- Demonstration of sound financial management practices within the organization by hiring a third party CPA firm to regularly balance books and match revenues with expenditures and/or hire a third party auditing firm to conduct an internal audit of the organization's finances every three (3) years.

Marketing:

- Inform visitors about restaurants, attractions, hotels, inns, and other commercial service providers and retailers using the Hillsborough Tourism Program brand standards, logos, and taglines
- Coordinate with Tourism Board Staff, Tourism Board, and Tourism Development Authority to develop and manage an active tourism marketing program to promote Hillsborough, its assets, attractions, and activities locally, statewide, and nationally;
- Work with Tourism Board Staff to develop and implement an annual tourism marketing plan that includes a variety of print and digital media;
- Collaborate with the Chapel Hill/Orange County Visitors Bureau on relevant marketing campaigns;
- Work with Tourism Board Staff to coordinate, maintain, and regularly update the visithillsboroughnc.com website and applicable social media channels;
- Maintain and update a community-wide, tourism-related calendar of events on visithillsboroughnc.com and encourage partners to add events to it
- Develop and publish a monthly e-newsletter highlighting all of the tourism related events and special programs that would draw visitors into town
- Develop and publish a monthly calendar of event highlights for town map kiosks
- Distribute literature in bulk to regional welcome centers and transportation centers
- Provide an adequate supply of visitor materials to other visitor services displays and locations in the area including but not limited to: Riverwalk, OC Sportsplex, Orange County Historical Museum, Burwell School, Ayr Mount, Occoneechee Speedway, OC Visitors Bureau
- Create and distribute news releases from the Visitors Center highlighting events, programs, or improvements in town that would be of interest to tourists;
- Cultivate contacts with professional tour and out-of-county groups, travel writers, and meeting planners
- Market to and assist business, educational, family, and wedding groups with itinerary planning, hotel bookings, and other services to encourage group visitation

Reporting:

- Quarterly Executive Director's Report to the Tourism Board in person by an Alliance Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, any plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the Visitors Center or its exhibits/offerings.
- Quarterly Communications Report to the Tourism Board in person by an Alliance Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that quarter, any recent publications or press involving the site, any special event expansion or plans, any social media activity or updates, and activity regarding the gift shop sales and management.

- Final fiscal year data report including the total number of visitors to the Visitors Center, social media data, e-newsletter data, website visitor data, and other pertinent information needed to demonstrate the effectiveness of the Visitors Center.