



## FY 2025 Contract Scope of Work Update Hillsborough Tourism Board

### Hillsborough Arts Council- Visitor Services & Events

The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Hillsborough Arts Council to continue to hold tourism generating events as outlined below:

#### **Hillsborough Solstice Lantern Walk? Add for FY25?**

##### **Hillsborough Last Fridays and Art Walk**

- Hold live entertainment at various downtown/West Hillsborough locations on the last Friday of the Month from March-October with key festival months being April-September for a minimum of two (2) hours
- Festival hours of approximately 6:30pm-9:30pm
- Obtain local permits, port-a-potties, handwashing stations, police support, stages and/or sound systems to support the event operations
- Recruit volunteers where possible to help with event administration
- Development and distribution of an event map that indicates the locations of parking, music, and various event features
- Provide a component of the event in West Hillsborough or include West Hillsborough in a meaningful way
- Coordination and location of vendors
- Coordination and location of visual arts installations, displays, and/or performers
- Coordination of Downtown and West Hillsborough businesses to sync Friday Night hours of operations with the festival
- Coordinate with other nearby venues, historic sites, and cultural centers to also provide festival elements and sync Friday Night hours of operations with the festival
- On-going local and regional promotions and marketing of Last Fridays and Art Walk
- Hold an art walk that is free and open to the public on the last Friday of the month, every month
- Art walk hours of approximately 6-9pm
- Recruit volunteers where possible to help with event administration
- Develop and distribute an Art Walk map that indicates the locations of parking, art walk locations, and other important information
- Provide a component of the Art Walk event in West Hillsborough and try to include West Hillsborough businesses
- Coordination of art walk locations and encourage art gallery and local business participation
- Provide clear, visible art walk signage for art walk locations
- Coordinate and encourage other nearby venues, historic sites, and cultural centers to participate in the art walk
- Coordination of Downtown and West Hillsborough businesses to sync Friday Night hours of operations with the art walk
- On-going local and regional promotions and marketing of the Art Walk

### **Hillsborough Handmade Parade (off-year expenses/planning & year of execution)**

- Hold the handmade parade, bi-annually, in October on a Sunday in even years in the Town of Hillsborough
- Obtain local permits, port-a-potties, handwashing stations, police support, road closures, and/or sound systems to support the event operations
- Recruit volunteers where possible to help with event administration
- Hold local workshops to encourage parade participation and handmade puppet making
- Store and transport large scale puppets to and from the parade route
- Update and refresh puppets that were in storage prior to the parade
- Provide local and regional promotions and marketing of the Handmade Parade in the months leading up to the event
- Explore creative ways to raise additional funds to sponsor the parade such as having vendor space on the courthouse lawn, engage local businesses for sponsorships, and other ideas and opportunities as they present themselves

### **General**

- Inclusion and acknowledgement of Tourism Board's support of the Hillsborough Arts Council and the programs/events listed above by use of Hillsborough Tourism logo on all printed and promotional materials where sponsors or supporters are listed- special events, where practical and logical, as well as promotional materials to include event flyers, sponsorship information, website, programs, T-shirts, and signs/banners.
- Quarterly Activity Report to the Tourism Board in person by an Arts Council Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the events supported for that quarter, plans to increase the number of visitors or enhance an event for the next quarter, and any planned improvements or changes to the Arts Council's Gift Shop or upcoming events.
- Quarterly Communications Report to the Tourism Board in person by an Arts Council Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that month/quarter, any recent publications or press involving the events supported, any special event expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program or fundraising.
- Provision of promotional materials to the general public including printed maps, brochures or rack cards, emailed newsletters, and other materials provided both at the Arts Council Gift Shop and to the Hillsborough Visitors Center, Hillsborough Chamber of Commerce, and Orange County Visitors Bureau.
- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the Hillsborough Arts Council Gift Shop in order to assist the Visitors Center and Tourism Program with providing resources for visitors.
- 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.
- Participation in other Tourism Program sponsored events and programs, where feasible.