

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



### Orange County Historical Museum- Visitor Services

The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Historical Foundation of Hillsborough & Orange County to continue to operate the Orange County Historical Museum on a regular, on-going basis and to include the following activities:

- Free general admission to the museum and exhibits (permitted ticketing for certain special events and exhibits)
- Minimum Hours of Operation from:  
Wednesday-Saturday 11am-4pm  
Sunday 1pm-4pm; with extended hours (if needed) for the following Special Events: Last Fridays and Artwalk and Revolutionary History War Living History Day  
\*Preference to keep regular Saturday 11am-4pm and Sunday 1pm-4pm hours through the winter months (Please indicate in the budget and/or narrative the approximate cost of operations to do this for FY22 keeping in mind staffing and utilities, in its own line item.)
- Coordination of a minimum of 5 special events per year that highlight the museum, either during or outside of, regular Hours of Operation. Please outline in scope of work response what these are planned to be.
- 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.
- Quarterly Executive Director's Report to the Tourism Board in person by an OC Historical Museum Staff Member, board member, or other volunteer indicating the events that occurred in the quarter being reported on, any planned upcoming events, number of visitors to the museum for the quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the museum or its exhibits.
- Quarterly Communications Report to the Tourism Board in person by an OC Historical Museum Staff Member, board member, or other volunteer indicating the marketing/advertising efforts for that month/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 'Friends' program or fundraising.
- Provision of promotional materials to the general public including printed museum brochures or rack cards, emailed newsletters, and other museum materials provided both at the museum and to the Hillsborough Visitors Center, Hillsborough Chamber, and Orange County Visitors Bureau.
- Inclusion and acknowledgement of Tourism Board's support of the Orange County Historical Museum 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.

- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the site in order to assist the Visitors Center and Tourism Program with providing resources for visitors.