



**STAFF REPORT**  
Hillsborough Tourism Board  
February 5, 2024

## **PRESENTER/INFORMATION CONTACT**

Tourism Program Manager, Shannan Campbell

## **ITEM TO BE CONSIDERED**

**Subject:** Tourism Board Contract Scopes for FY25

### **Attachments:**

1. Alliance Scope of Work (Visitors Center & Visitors Services)
2. Burwell School Scope of Work (Operations, Events, & Visitors Services)
3. OC Museum Scope of Work (Operations, Events, & Visitors Services)
4. HAC Scope of Work (Events & Visitor Services)
5. Chamber Scope of Work (Events & Visitor Services)

### **Background:**

In 2015 the Tourism Board moved from having only one method of funding (grants) to having three methods of funding (grants, contracts, special projects/partnerships) in order to fund different kind of projects/programs/and operations that supported the overall tourism program. The Tourism Board identified that it was asked, from what are now contract partners, for roughly the same amounts of money year over year for the same projects/programs/operations year over year. The board identified that it wanted a structured traditional competitive grant program for new/innovative ideas to start new events or projects as well as a way to be nimble and fund smaller asks that pop up through the year (special projects/partnerships). They also determined that asking the historic sites and the Alliance to apply for a competitive grant program every year was not the most effective and that these relationships should transition to contracts for tourism services.

The Tourism Board has been perfecting all three of these funding processes over the years to see what works, what doesn't, and what kind of questions and reporting should be provided in order to ensure that the tourism funds are being spent effectively to grow tourism in town.

### **Summary, key points, and questions:**

- Last year the Tourism Board contracted with the Hillsborough Arts Council to expand their contract to paying for some additional staffing and misc costs of the Gallery and Giftshop (\$5,000). Does the board want to include this in the scope or wait and see if the HAC asks for this support again and have that conversation with them at the next meeting during contract presentations?
- Last year the Tourism Board extended a contract for the first time to the Chamber of Commerce to run the holiday parade and tree lighting (\$10,000). Is it the intent of the Tourism Board to

extend this contract again (and if so, does the attached scope of work meet the intent of the board)?

**Staff recommendation and comments:**

Staff needs direction on the above questions to best advise contract partners on how to prepare their scope of work contract responses and budgets for FY25.