



FY 2025 Contract Scope of Work Update Hillsborough Tourism Board

Hillsborough Chamber- Visitor Services & Events

The Hillsborough Tourism Board is requesting a proposal to contract with the Hillsborough/Orange County Chamber of Commerce to continue to hold tourism generating events as outlined below:

Hillsborough Holiday Parade & Tree Lighting Event

- Hold the annual Holiday parade, annually on the first Sunday of December in the Town of Hillsborough.
- Plan, organize, and execute a holiday parade in Downtown Hillsborough to include a minimum of 50 decorative floats and walking entertainment acts. Parade should include VIPs and local celebrities that serve as a draw for the event.
- Plan, organize, and execute a holiday tree lighting on the Old Courthouse Lawn including entertainment acts, and food/beverage options.
- Event hours of approximately 4:00pm-7:30pm. Additional four hours that day is also necessary to facilitate and manage the lineup of all participants.
- Get local event permits including obtaining port-a-potties, handwashing stations, police support, road closures, and sound systems to support the event operations.
- Recruit volunteers where possible to help with event administration.
- Development and distribution of an event map in print in .PDF format that indicates the locations of parking, entertainment acts, 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 any vendors to support the event.
- Registration and coordination of parade participants and floats, including lining up the parade, executing the parade, and coordinating any clean-up.
- Coordination of Downtown and West Hillsborough businesses to sync hours of operations with the parade, where possible.
- Coordinate with other nearby venues, historic sites, and cultural centers to coordinate other parade event elements.
- 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.
- On-going local and regional promotions and marketing of the Hillsborough Holiday Parade & Tree Lighting as well as promotion of the Hillsborough Hometown Holiday Festival throughout the month of December.

General

- Inclusion and acknowledgement of Tourism Board's support of the Hillsborough/Orange County Chamber of Commerce and the 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 a Chamber Staff Member, board member, or other volunteer indicating the planning for the event, any plans or developments that would

increase the number of visitors or enhance the event, and any planned improvements or changes to the event.

- Quarterly Communications Report to the Tourism Board in person by Chamber 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 any fundraising.
- Provision of promotional materials to the general public including printed maps, brochures or rack cards, emailed newsletters, and other materials provided at the Chamber offices.
- Inclusion of Visitors Services materials (brochures, maps, event listings) and racks/displays as required at the Chamber offices 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.