



FY 2025 Contract Scope of Work Update Hillsborough Tourism Board Burwell School Historic Site- Visitor Services

The Hillsborough Tourism Board is requesting a proposal to update and renew the contract with the Historic Hillsborough Commission to continue to operate the Burwell School Historic Site on a regular, on-going basis and to include the following activities:

- Free admission to the site
- Minimum Hours of Operation from:
Wednesday-Saturday 11am-4pm
Sunday 1pm-4pm; with extended hours 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 costs of operations to do this for FY24 keeping in mind staffing and utilities, in its own line-item)
- Minimum of 1 free guided tour per day (30 – 40 minutes) during regular Hours of Operation Wednesday-Sunday
- Coordination of a minimum of 5 special events per year that highlight the historic site, either during or outside of, regular Hours of Operation
- 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 a Burwell School Staff Member, board member, or other volunteer indicating the planned upcoming events, number of visitors to the site for that quarter, plans to increase the number of visitors for the next quarter, and any planned improvements or changes to the historic site.
- Quarterly Communications Report to the Tourism Board in person by a Burwell School 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 events expansion or plans, any social media activity or updates, and activity regarding the 'Friends' program.
- Provision of materials to the general public including printed site brochures or rack cards, emailed newsletters, and other site materials provided both at the site and to the Hillsborough Visitors Center and Orange County Visitors Bureau.
- Inclusion and acknowledgement of Tourism Board's support of the Burwell School 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.