

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: <ul style="list-style-type: none"> Heather Tatreau, Executive Director 		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-643-2500	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 395,000		
Contract General Information		
Contract Quarter for Report: 4th Quarter (April-June)	Amount of Contract Funding: \$7,125/Qtr	

Outline/Overview of this quarter's tourism events/programs/activities:

- HAC Gallery & Gift Shop (G&GS): Open 6 days/week: Tues-Sun 12-4pm + Fri & Sat 11am-7pm + until 9pm during Last Friday
- Last Fridays & the Art Walk (LFAW): April 26, May 31, June 28
- Weekend of Art in Hillsborough/Handmade Parade & Market (WOA/HMP/HMM): May 31 & June 1

Please explain how the organization successfully promoted tourism in Hillsborough:

The Hillsborough Arts Council is proud to serve our mission of building community through the arts while driving tourism, economic impact, and public engagement year-round. Q4 of FY2023-2024 was a particularly busy time for our team, with a heavy emphasis on driving tourism for monthly Last Fridays & the Art Walk events and the second annual "Weekend of Art in Hillsborough", which occurred May 31-June 1.

Specifically, the staff of the Hillsborough Arts Council employed the following efforts to ensure boosts in tourism:

- **Last Fridays & the Art Walk** drew thousands of visitors this quarter by offering live arts performances, rotating demonstrations, thematic programming, and strong partnerships with 22+ other venues. Our decision to strategically allocate funding to build excitement and energy as the months go on ensures that tourists are enticed to return for the next month to avoid fear of missing out. Special highlights in addition to Roaming Poets and Living Arts Collective dance/drumming each month included:
 - **April:** "Earth Month" themed activities were designed to coincide with Orange County's Earth Evening in River Park. Monarch Movement Company's spring recital demonstration attracted more families and children to the old courthouse lawn. Another popular feature of the April Last Fridays each year is the partnership with Small Town USA. This project involves Duke Documentary Studies students who document the life and culture of Hillsborough over the course of their spring semester and then present their projects to the community at Last Fridays. This attracts a good crowd from visitors outside of Hillsborough, including Duke students/faculty and their families/friends.
 - **May:** Packaged as part of the "Weekend of Art in Hillsborough", this LFAW event served as the precursor to the Handmade Parade and Market occurring the following day. Giant puppets were on display at the HAC info booth to ensure everyone was enticed to return for the parade on Saturday. The Scrap Exchange provided make-and-take masks at the art booth to promote creativity, inclusion, and accessibility within this beloved tradition.
 - Additionally, the Makers Market component of Last Fridays returned to the Old Orange County Courthouse Lawn. This beloved element has been refreshed since pre-pandemic Last Fridays to ensure strategic alignment with other programming zones around town and to avoid competition with/complement offerings of the brick-and-mortar restaurants and Art Walk partners nearby. Each occurrence features 60-90 minutes of live music or entertainment, art-making activities, a HAC info booth, 20+ artist vendors, 6+ community group vendors, and 2-4 mobile food vendors. Also featuring are curated, rotating "experience vendors", such as artists offering henna/face painting/fairy hair/caricatures, etc.

- Special curated programming included a live performance by Monroe School of Highland Dance and live music from A Different Thread.
- **June:** loosely themed under the tagline “Art is for Everyone”, this occurrence holds space for the many different types of artists and arts venues that can be found across our community.
 - Live Music with Indie Cult Classic on the Old Courthouse Lawn
 - Telling the Full Story - hosted by the Alliance of Historic Hillsborough
 - Maintaining a HAC info & art-making booth this season has supported efforts to direct visitors around town to various programming zones and helps maximize visibility of our community as a tightly woven and diverse cultural destination. This month, guests were invited to create their contribution to the HAC G&GS’ “Art is for Everyone” exhibition by painting tiny canvases to be hung in the gallery.
- **HAC’s Gallery & Gift Shop** continued to operate with a strong consistent presence, serving as a resource for tourists who are curious about the creative community in Hillsborough. Our team provides general services/recommendations on where else to shop/visit/dine. The G&GS maintained extended weekend & evening hours this quarter and was especially busy in the month of May due to Mother’s Day and early summer travel. This program serves as a key “point of entry” to HAC as a whole and allows us to engage with visitors on matters even beyond the represented shop artists & the artwork available for sale. Volunteers are recruited and oriented through this venue and HAC events as well as other local tourism-driving activities are cross-promoted through marketing materials provided on-site.
 - Late April-late June special exhibition: “Mythic Masks” – a spellbinding collection of sculptural masks crafted by Hillsborough’s own John Claude Bemis. Known for his multifaceted talents as a novelist and artist, Bemis draws inspiration from Southern folklore and woodland mythology, creating masks that transcend ordinary art, becoming symbols of spiritual guardianship and transformation. This show ended up being one of the highest revenue-generating exhibitions in the history of the HAC gallery, with many eager collectors in attendance at the opening reception and plenty of visitors finding their way to the G&GS for Bemis’ gallery debut.
- **HAC’s Handmade Parade and Market** is a large community event that takes place every other year. HAC markets this event widely within Orange County and throughout the Triangle area. The large spectacle of giant puppets walking down Churton St draws a crowd to this uniquely Hillsborough event and has a significant following. The addition of a Handmade Market at the end of the parade route, with 40 artist booths and 5 food vendors in River Park, further attracts crowds from surrounding communities. HAC’s Weekend of Art made Hillsborough an arts destination during Q4.
- HAC’s Q4 press package was distributed in early May to 250+ media outlets to inform them of the top tourism activities being hosted through June
- Ongoing communications and planning conversations with local arts & culture partners, art walk venues, Hillsborough businesses, and artists whom we collaborate with to cross-promote and drive tourism
- Printed marketing materials, including flyers and rack cards, as well as digital marketing efforts, including social media posts and e-newsletters, were distributed across the Triangle and throughout the quarter to ensure public awareness of HAC tourism activities

Contract Partner Tourism Impact	
<i>Please estimate the number of residents the contract partner served for this quarter: ~5,000</i>	<i>Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~8,100</i>

Please describe how the actual number of residents and tourists served was measured (ie. registration/pre-registration, ticket sales either prior to the event or at the event gates, via turnstile data, counters from volunteers, wristband tracking, counts at the site):

Ways we track attendance:

- Clicker counter at G&GS*
- Estimates & headcounts of crowds at Last Fridays*
- Geographic information collected via in-person surveying at G&GS (at least 20% of visitors on average are successfully surveyed) & thru event registration forms (when applicable)*
- Registration forms for events where registration is required, also yields geo/demographic info*

Gallery & Gift Shop: *(clicker counter for total visitation & survey for capturing a statistically significant percentage of geographic information)*

Total Visitors: 3,623

April: 1097

May: 1371

June: 1155

Tourists/Geographical Data: 69% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 58% of tourists visiting from outside of Orange County as well.

Last Fridays & the Art Walk:

We estimate between 1500-3000 visitors to Hillsborough during the Last Fridays & the Art Walk event each month. This data is collected based on attendance reports at Art Walk venues, headcounts taken at entertainment and programming zones, and visitor counts at our info booth & art-making activities. April-June are some of the most popular and well attended LFAW events, so HAC estimates closer to 2500-3000 in attendance at each event this quarter.

Geographical information for LFAW is currently assessed based on statistics collected from other programs, which indicate that HAC programs attract on average about 25-35% residents of Hillsborough and 65-75% visitors from other towns/counties/states. We also look at website traffic and identify correlations between digital and in-person engagement with our activities whenever possible.

Handmade Parade and Market:

For the first time, we used a suggested registration system for community members who wanted to walk with the performers in the parade as well as ones who planned to watch the parade. Registration yielded 146 parade walkers and 316 parade watchers. However, based on visual data collection, we estimate that 250 people actually walked in the parade and 800 people actually watched it from the sidewalks. Registration data also suggests that approximately 40% of total parade participants live outside of Hillsborough.

Based on clicker counters and visual data collection, we estimate that 1000 people participated in the Handmade Parade in some capacity and approximately 1500 people attended the Handmade Market.

Please describe how the contract partner joined with local hotels/motels to increase occupancy rates this quarter (if applicable):

- The Colonial Inn is a participating venue for the Last Fridays & the Art Walk season. They host live music in their courtyard, dinner specials, and activities as part of this monthly event.
- The Colonial Inn is promoted in our ongoing marketing, showcasing this premier hotel choice for anyone wanting to extend their stay at a HAC event to spend the weekend in historic Hillsborough
- The Colonial Inn hosts HAC's Roaming Poets as a designated stop during LFAW, further improving visibility of this venue as a hotel option.
- LFAW activities occurring monthly with rotating activities strategically spread across each month entices repeat visitation and extended/overnight stays, especially as we collaborate with other groups hosting activities during the weekends when a LFAW is happening.
- With the Weekend of Art spanning two days (May 31- June 1), more tourists were encouraged to stay overnight to enjoy the weekend activities.

Please describe how the organization partnered and informed local businesses of the partner's events/program/exhibits/etc. (if applicable):

- The 2024 LFAW season has 25 participating venues. These downtown Hillsborough businesses are informed of our program themes each month and encouraged to provide art walk activities. Online web forms are sent to venues each month with a final line-up of monthly activities and requests to get their details for cross promotion. HAC boosts visitation to these LFAW venues by providing a one-pager list of events to community members both on our website and physically on site at our event info booth.
- Direct emails, posting in DT merchant and other local FB groups/pages, stopping by businesses to discuss plans, scheduling recurring meetings to align with other cultural partners on opportunities for overlap, posting dates to Alliance's community partners calendar as well as public-facing community event calendars around Hillsborough, Orange County, and the Triangle.
- Establishing HAC's website as a reliable source for event information that is updated multiple times per month to inform viewers of detailed activities.

Please calculate the overall economic impact of any events/programs held this quarter (if applicable):

During Q4 (April-June), HAC's direct expenses for LFAW was \$4,790 and for HMP/HMM was \$9,318. Using the Arts and Economic Prosperity Calculator, the total LFAW and HMP/HMM expenditures (\$14,107) brought a total of \$23,995 in revenue for the state government and a total of \$16,559 in revenue for local government. 9 FTE positions were supported through our work this quarter, and a total of \$178,638 of household income was generated through our expenses. A total of \$390,857 was spent by our audiences at our Q4 events.

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

CALCULATE →

RESET →

PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$14,107"/>	<input type="text" value="0"/>	<input type="text" value="\$9,221"/>	<input type="text" value="\$401"/>	<input type="text" value="\$716"/>
AUDIENCES:	<input type="text" value="\$390,857"/>	<input type="text" value="8"/>	<input type="text" value="\$169,417"/>	<input type="text" value="\$16,158"/>	<input type="text" value="\$23,279"/>
TOTAL:	<input type="text" value="\$404,964"/>	<input type="text" value="9"/>	<input type="text" value="\$178,638"/>	<input type="text" value="\$16,559"/>	<input type="text" value="\$23,995"/>

How many volunteers did the contract partner utilize this quarter: 90

How many volunteer hours were logged at the contract partner for this quarter: 324

Quarterly Reflections

Please explain some 'successes' this quarter and/or things that went well and some preliminary ideas on how the organization can expand on those:

- The Handmade Parade and Market was a huge undertaking this quarter. Two years of planning paid off with successful participation and community support. For the first time, we encouraged people to register to walk or watch the parade. This was very helpful in collecting donations and demographic information from the public. We are encouraged to continue this method in the future.
- We brought back the full LFAW offerings this quarter and were met with much support and enthusiasm from businesses and attendees.
- The Gallery & Gift Shop continues to show year-over-year sales increases. Comparing Q4 of FY24 to Q4 of FY23 sales are up by 13%. This demonstrates an increasing desire from our customer base to visit and shop for local artwork at this valuable downtown venue. We will be increasing the shop hours in the fall to better meet the demand of the community and continue to grow this revenue stream.
- We added two board members this quarter, each with significant financial experience. Our new Treasurer, Florence Smith, has been onboarded and we feel like we are in a strong position going into the next fiscal year.

Please explain any ways that the organization ran into unexpected roadblocks or difficulties and/or some preliminary ideas on how the organization can overcome those in the future (if applicable):

- Even though the HMP/HMM had good participation, we hoped to see more robust numbers. We received feedback that June 1st was a difficult time for many people to attend due to summer vacations and the heat. We will consider moving the parade back to one of the cooler months of the year.
- Staff was overburdened by the hours required to pull off a successful parade with giant puppets, performers, and community participation. Now that we have an Executive Director in place, we can start planning earlier for the next one.
- We do not have enough volunteers to help run events. Staff is involving the board more for strategic volunteer planning to fill this need.
- As we try to diversify our revenue streams, we must increase our fundraising. Our sustainer and corporate sponsorship programs have dwindled over this fiscal year. We are reinvigorating these programs, but it is slow to take off.

Please explain how the organization marketed and promoted themselves as a tourism destination and/or promoted their events/programming/projects for this quarter (please include copies or photos of any flyers, advertisements run, banners/signs printed and hung, and any press coverage the project may have received):

HAC continues to promote events through:

- Monthly e-newsletters
- Social media & online calendar postings
- Paid Ads
- Fliers/Signage/Banners
- Radio
- Cross-promotion and collaboration with artists, local businesses, & community partners
- Quarterly Press Package

We continue to expand PR locally and regionally. HAC's events and event photography receive widespread attention and excitement from HAC's proprietary marketing, cross-promotional efforts, and organic news channels.

EXAMPLES (more visuals will be provided via presentation during the meeting):

- Monthly ad spot on WUNC-FM to promote Last Fridays & the Art Walk
- 2024 LFAW Season Rack Card with Art Walk Venues, Dates, QR code to info online & general activities to expect distributed at key tourist/visitor stops
- Print Ads in local media/partner outlets
- 2024 website keeps marketing fresh and optimizes visitor experience to easily find what they're looking for. Additionally, the interactive Last Fridays map highlights key programming zones & participating venues.
 - We've had success establishing HAC's website & social platforms as go-to resources for arts events in Hillsborough
- Monthly LFAW Banners at Welcome to Hillsborough & the Historic Orange County Courthouse banners on the week before and night of each event.
- Monthly LFAW one-pager & event flyers - branded, quick & easy to use info about what special programming we have rotating each month - shared online, at G&GS, HAC info booth, and at art walk venues, with expanded distribution of flyers promoting specially-themed components
- The G&GS & our monthly HAC info booth (when active, May-October) are hubs for other tourism materials & we have made space for signs, rack cards, and brochures as long as it aligns with our general mission to build community through the arts
- Press packets distributed at least quarterly to 250+ arts organizations and media outlets. Includes links to website, press release copy, marketing assets (icons, social graphics), high-quality photography with image credits, and more
- Community calendar listings - posted to 20+ calendars in the Triangle to promote our events
- FB events - created events for each activity we have scheduled this spring and for each LFAW in 2024 season
- Handmade Parade flyers distributed around the Triangle area.
- Interview on WHUP with our Executive Director to promote the Weekend of Art.

LFAW public-facing web-page for full monthly event details: www.LastFridays.org

Handmade Parade and Market public-facing web-page:

<https://www.hillsboroughartscouncil.org/handmade-parade>

Handmade Parade Press Package, including press release and flyers:

<https://drive.google.com/drive/folders/1cPFN1dXhCQDubAbw7o9bAYRz95xKJauy>

[HAC Facebook Posts](#)

[HAC Instagram Posts](#)

[Q4 2024 LFAW Announcements Press Package](#)

HAC Programs in the MEDIA:

Our Q4 tourism activities were featured by a variety of media/community partners, including the Alliance/Visit Hillsborough, Visit Chapel Hill, Chamber of Commerce, OCHM & Burwell School, Orange County Artist Commission, Town of Hillsborough, and more. Events were publicized in digital and print media, including coverage by WUNC, Indy Week, WRAL, CBS17, ABC11, WHUP, News of Orange, Chapel Hill Mag, Triangle on the Cheap, Hulafrog, and more.

Please provide any information on any fundraising the organization did this quarter and how that supports the long-term, sustainable, financial goals of the organization:

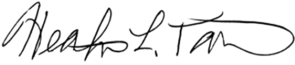

We are committed to strengthening our donor relationships and building a robust sustainer base. We hired a part-time Fundraising Coordinator this quarter to ensure that a staff member could dedicate time to donor stewardship and growth. Our Executive Director is working closely with our FC to reinvigorate HAC giving by getting the board more involved in soliciting corporate sponsorships, creating more sustainer networking events, and providing increased incentives to donate.

Our new event donation model was used for the first time during registration for the Handmade Parade. This was a successful method of fundraising to help contribute to the cost of putting on large-scale free community events. We raised over \$2,000 by encouraging people to register to attend the parade and giving them an option to donate.

Our HAC events and the Gallery & Gift Shop remain a growing source of fundraising. Participants are given opportunities to donate through online registrations and in person at event info booths. Community members appreciate a chance to contribute to our impactful programming through an amount of their choosing to ensure accessibility for all community members.

Budget Adjustments (if applicable, do not include if there are no changes)

a. Item	b. Amount Needed via Contract Funding in FY21 (for each item)	c. Amount Contributed by Organization (for each item)	d. Other Funding Sources	e. Total Contract Budget (add columns b-d)
	Ex: \$1,000	Ex: \$2,000		
i.e. Personnel Costs- .5 FTE- Part Time Coordinator (10 hours p/w)	Ex: \$6,500	Ex: \$1,000	Ex: \$500	\$8,000
1. Operations- Utilities	\$	\$	\$	
2. Operations- Staffing/Administration Site Manager (30 hours per week @ \$15.00 per hour) = \$23,400	\$	\$	\$	
3. Operations- Insurance/Safety Items	\$	\$	\$	
4. Advertising- Social Media/Online	\$	\$	\$	
5. Advertising- Print Ads, Brochures, Postcards	\$	\$	\$	
6. Data Processing- Website Maintenance, E-newsletters	\$	\$	\$	
7. Exhibits/Displays/Attraction Development	\$	\$	\$	
8. Special Projects/Events Admin	\$	\$	\$	
9. Bands	\$	\$	\$	
10.	\$	\$	\$	
11.	\$	\$	\$	
12.	\$	\$	\$	
13.	\$	\$	\$	
14.	\$	\$	\$	
15.	\$	\$	\$	
TOTALS (sum of each column)	\$	\$	\$	
** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **				

Signatures	
<p>I hereby certify that the information contained in this quarterly report is true and accurate to the best of my knowledge. I understand that providing false or misleading information may disqualify this organization from receiving future funding from the Tourism Board.</p>	
EXECUTIVE DIRECTOR	
Signature: 	Date: July 21, 2024
Printed Name: Heather L. Tatreau	
BOARD CHAIRPERSON	
Signature: 	Date: July 21, 2024
Printed Name: Joshua Collins	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	