

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: The Alliance for Historic Hillsborough		
Contract Contact Person and Title: Amanda Boyd		
Contact Person Email: Director@historichillsborough.org	Contact Person Phone: 919-732-7741	
Organization Street Address: 150 E King		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 246,548		
Contract General Information		
Contract Quarter for Report: Q4 April - June 2024	Amount of Contract Funding: \$ 229,169.98	

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

Throughout the fourth quarter, the Alliance for Historic Hillsborough performed the duties as outlined in the FY2024 Contract Scope of Work.

- We managed the Visitors Center, ensuring that it was open, free to the public, and staffed with paid personnel and well-trained volunteers. We are open seven days a week, Monday- Saturday, 10-4, and Sunday, 12-4. At the Visitors Center
- we ensure that visitors receive recommendations on things to do, places to eat, where to stay, and any literature and visitor services materials they may need.
- Staff and volunteers also answer inquiries in person or via phone, email, mail, or through digital and social media, and we actively stock, promote, and manage the Hillsborough Visitors Center gift shop.

Visitors Greeted

- April : 1174
- May : 592
- June: 321

Events Hosted in Q4

- Revolutionary War Living History Day
- Excursion Day
- Juneteenth Black History Walking Tour Collaboration
- Telling the Full Story Community Kickoff

Q4 was busy! We hosted our annual Revolutionary War Living History Day, which welcomed over 1000 people to the Dickson House Grounds. Being able to extend the program to partner with OBSN for a Living History and Heritage Day at the Replica Village added significant value. Partner sites who participated also saw a rise in attendance with the Burwell School welcoming 302 participants and the Museum hosting 150 visitors. Our third annual Excursions Day was held in May, hoping to see a better turnout. We continue to face challenges with this event for various reasons and plan to adjust our focus in 2025.

Working with community partners and our Telling the Full Story committee, the Alliance was proud to once again facilitate a Black History Walking Tour with Judge Beverly Scarlett and the Orange County Public Library. This tour continues to bring great awareness to Hillsborough's heritage and is a popular tour. The Telling the Full Story continued the Juneteenth celebration by inviting the community to celebrate this amazing project and honor the committee members who were awarded the Governor's Award for their volunteer work. Held at Dickerson Chapel, the Alliance welcomed 105 attendees.

Please explain how the organization successfully promoted tourism in Hillsborough:

The Alliance worked with Tourism Board staff to implement our tourism marketing program. Our work also included

- Maintained the tourism website
- Managing and implementing marketing strategies for social media channels

- Publishing a monthly e-newsletter
- Highlighting tourism-related events and special programs
- Creating a monthly calendar of events for town map kiosks.

Tourism Programs we supported during Q4

- River Park Concert
- MHA Conference
- Burwell Gala in May
- Chambers Ladies Night Out
- OCHM Road to Brown in June
- Flush Fest in June
- OCPL Juneteenth Celebration
- Handmade Parade
- First and Last Fridays
- OBSN village workdays

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 521 (25%)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 1565

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 turn style data, counters from volunteers, wristband tracking, counts at the site):

We measure residents and tourists who come to the Visitors Center through our sign-in sheets and by doing a physical headcount. We measure program attendance through Eventbrite, which counts registrants, and through Zoom, which measures attendees.

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

N/A

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

See more details in Q4 Events Details - The Alliance continues to reach out to businesses, historic partners, and other local organizations to assist in the marketing and promotion efforts in various ways. Our main focus for 2023-2024 is to develop creative content that helps to diversify our online audience on our current social media platforms. We also work diligently to source new opportunities to spotlight Hillsborough, which include native articles, unique publications, and additional promotional features. This quarter included

- My Tarheel Adventure Youtube feature
- Raleigh magazine Ads River Park and Handmade Parade
- Our State Feature Article: Eat and Drink your way through HB
- Raleigh Observer: Dickerson Chapel Feature
- WUNC radio River Park and Handmade Parade and Flushfest
- Kate Hikes NC Reel - Influencer Collabs
- Raleigh Mag general Events ad
- WHUP seasonal messaging

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

How many volunteers did the contract partner utilize this quarter: 22

How many volunteer hours were logged at the contract partner for this quarter: 351

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:

Successes:

- Dickson House repairs were completed
- Revolutionary War Day attendance was the highest it's been in four years
- Partnership with OBSN strengthens through programming and the Living History Day program
- Telling the Full Story community celebration turnout was incredible. The interest in the history, excitement for upcoming phases, and support of the committee was overwhelming.

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):

Roadblocks:

- Excursion Day continues to be a challenge in attendance.
- A250 grant awarding proved to be difficult.

Marketing and Sustainability

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):

FY24 Advertising and Marketing Plan for Q4 included

- Radio
 - WHUP seasonal ad (purchased by TDA, managed by AHH)
 - WUNC ads for Handmade parade, River Park Concert, Flush fest
- Print
 - Raleigh Mag quarter page ad - general
 - Triangle Media featured post for Riverpark and Handmade parade
 - Raleigh Mag banner ads for River Park and Handmade parade
- Social
 - Youtube feature for My Tarheel Adventure
 - Kate Hikes NC collaboration reels x2 (day itinerary and foodie reel)

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:

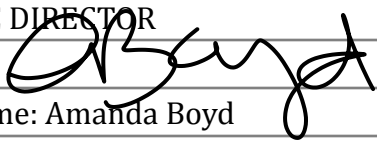
Our goal for this current fiscal year is better our current income sources such as history tours, specialty tours, bus tours, field trips, and virtual scholarly educational content. As we partner and support the other historic sites and community organizations in Hillsborough, we are careful not to pull attention with bold fundraising initiatives but instead, we are striving to expand and perfect the niches that are a strong suit to the Alliance. As mentioned before, we have seen a growth in history and are quickly finding ways to combine our focus on tourism/visitor services, heritage education, and preservation. Bettering these programs will help us to focus on continued growth and better understand how we can continue to support the development of our partners.

The Alliance also provides donation opportunities on our website and during all free programming. Since much of our programming is collaborative, we hope folks remember that a certain percentage of proceeds are, at times, donated back to our partners so we can all continue to work together, delivering quality content and curated experiences.

--

Signatures

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.

EXECUTIVE DIRECTOR	
Signature: 	Date: 7.30.2024
Printed Name: Amanda Boyd	

BOARD CHAIRPERSON	
Signature:	Date:
Printed Name:	

CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	