

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Orange County Historical Museum		
Contract Contact Person and Title: Catie Atkinson, Site Manager		
Contact Person Email: manager@orangehistorync.org	Contact Person Phone: 919-732-2201	
Organization Street Address: 201 N Churton St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$145,680		
Contract General Information		
Contract Quarter for Report: 3 rd Quarter (October-December)	Amount of Contract Funding: \$14,025 per quarter (\$56,100 total)	

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

The Orange County Historical Museum was very busy during Q4, hosting a variety of programs and events. Some of these programs and events were held in town, either at the Museum or at other venues, while others were held outside of town for other organizations in an effort to share the Museum with a new audience who will hopefully visit the Museum in the future.

- April 24th – Libations and Legends historic cocktail tasting event at Yonder: Southern Cocktails and Brew. This event was attended by 40 individuals.
- June 9th – Screening of “The Road to Brown” in collaboration with Spirit Freedom and the OC Department on Aging. This program was attended by 80 individuals.
- June 16th - Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” at the Mebane Historical Museum. This program was attended by 24 individuals.

In addition to programs and events, we hosted several field trips. Field trips serve to expose younger audiences to all the Museum has to offer. Many students who visit the Museum during a field trip return later with their families to play in Kids’ Space or attend programs and events.

- April 10th – Duke School field trip
- May 31st – Pathways virtual field trip

Other outreach opportunities

- April 17th – National Guard tour
- May 3rd – Kidzu Family First Friday

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 191 Orange County Residents (including 167 from Hillsborough)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 435 from Outside Orange County

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):

The Museum tracks on-site guests manually by having the front desk associate tally the number of visitors the museum received as well as asking visitors for their zip code. Additionally, program attendance is tracked through ticket sales, event registrations, and counts by staff at events.

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):

- Partnering with Yonder: Southern Cocktails and Brew for another historic cocktail tasting event
- Featuring earrings from Carlisle and Linney in our gift shop that fit with the theme of our current special exhibit along with business cards to encourage guests to visit the store
- Providing rack cards and other materials to other sites in Hillsborough, as well as featuring promotional material from other sites in the Museum
- Tagging other sites in town in social media posts and sharing their content

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

INFORMATION

STEP 1: POPULATION

POPULATION of your community: Less than 50,000 ▼

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas): \$ 42680

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas): 1127

CALCULATE **Reset**

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$42,680	1.4	\$31,253	\$1,510	\$1,828
Nonprofit Arts and Culture Audiences:	\$25,324	0.6	\$12,693	\$1,260	\$1,225
Total Industry Impact: (The Sum of Organizations and Audiences)	\$68,004	2	\$43,946	\$2,770	\$3,053

Print Your Results
Please see the [fine print](#) below.

The majority of daily visitors to the Museum are from out of town, meaning they are spending the day in Hillsborough. We are asked frequently by these visitors for recommendations for places to eat lunch, grab a drink, or shop. We direct them to the local business downtown. It is safe to assume the majority of visitors to the Museum are patronizing the local shops and restaurants downtown during their visit o Hillsborough, increasing the economic impact.

Additionally, the greatest benefit of the Orange County Historical Museum is not the economic impact. We are the stewards of Orange County history, preserving and conserving hundreds of artifacts and documents spanning the entire history of Orange County and Hillsborough. Without us, the stories of those that came before us would be lost, and the rich culture of Hillsborough would be diminished.

How many volunteers did the contract partner utilize this quarter: 7

How many volunteer hours were logged at the contract partner for this quarter: 101

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:

One of our biggest successes in Q4 was the screening of the documentary “The Road to Brown” which depicts the brilliant legal strategy that led to the court’s decision and launched the Civil Rights Movement. The documentary was followed by a panel discussion featuring presentations about the history of desegregation in Orange County and the challenges facing us today. In addition to being incredibly well attended, this program gave us the opportunity to connect local history and events to a broader, national context. While our focus as a local history museum is our local history, it is very important to make sure those visiting the museum and attending our programs understand how we fit in to the larger narrative of American history. It is also important to tell a complete story, inclusive of all residents. Programs like this help us do so.

Another success this quarter was our participation in Revolutionary War Living History Day with a visit by General Cornwallis. This program was a hit with visitors who had a wonderful time chatting with Cornwallis and asking him questions. The success of this has prompted us to bring in more first person interpreters for future programs.

Another continued success the Museum is seeing is the increase in the number of visitors to the Museum, attendees at programs, and students on field trips throughout the year. Below is a chart that shows the increase in engagement numbers from FY 2022-23 to FY 2023-24

	2022-23	2023-24
On-Site Visitors	2,550	3,039
Programs/Events	935	978
Field Trips/Tours/ Educational Outreach	292	557
Total Engagement	3,777	4,574

We attribute this increase to not only our increased hours open to the public, but also to the high quality exhibits and programming that staff are producing. People are truly beginning to realize the value of the Museum. We are always aiming for higher numbers, and will continue to produce high quality exhibits and engaging programming, which would not be possible without the generous support of the Tourism Board.

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):

N/A

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):

The Orange County Historical Museum made use of social media and e-newsletters as our primary means of marketing and promoting. The Museum posts daily on Facebook and Instagram with updates about upcoming events, local history facts, exhibit information, and more. We also repost partner organizations posts on our Instagram story when appropriate. We send out monthly newsletters on the first of each month to subscribers detailing everything that is happening in the month ahead, as well as more timely reminders of programs and events.

The Museum also produces rack cards for the Museum in general, special exhibits, and tours which are available at the Museum and are made available to partner organizations around town. Rack cards have also been distributed to historic sites and Museums in the area.

Press releases for events were made available to local new outlets.

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:

The main fundraising push for Q4 was our annual Friendship Campaign. This campaign is intended to get new and returning supporters to donate a minimum of \$25 to become a friend of the museum. To do this, we sent out mailers to all previous donors, sent out periodic reminders through our email newsletter, and promoted the campaign heavily on our social media. Additionally, events held during the period of the Friendship Campaign contribute to the campaign, which includes the historic cocktail tasting event. We also held a bake sale fundraiser during the May Last Friday Art Walk with the proceeds contributing to the campaign.

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: Revolutionary War Re-enactors	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

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 N/A

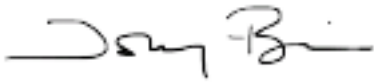
Signature:

Date:

Printed Name:

BOARD CHAIRPERSON

Signature:



Date: 7/25/24

Printed Name: Tonya Bami

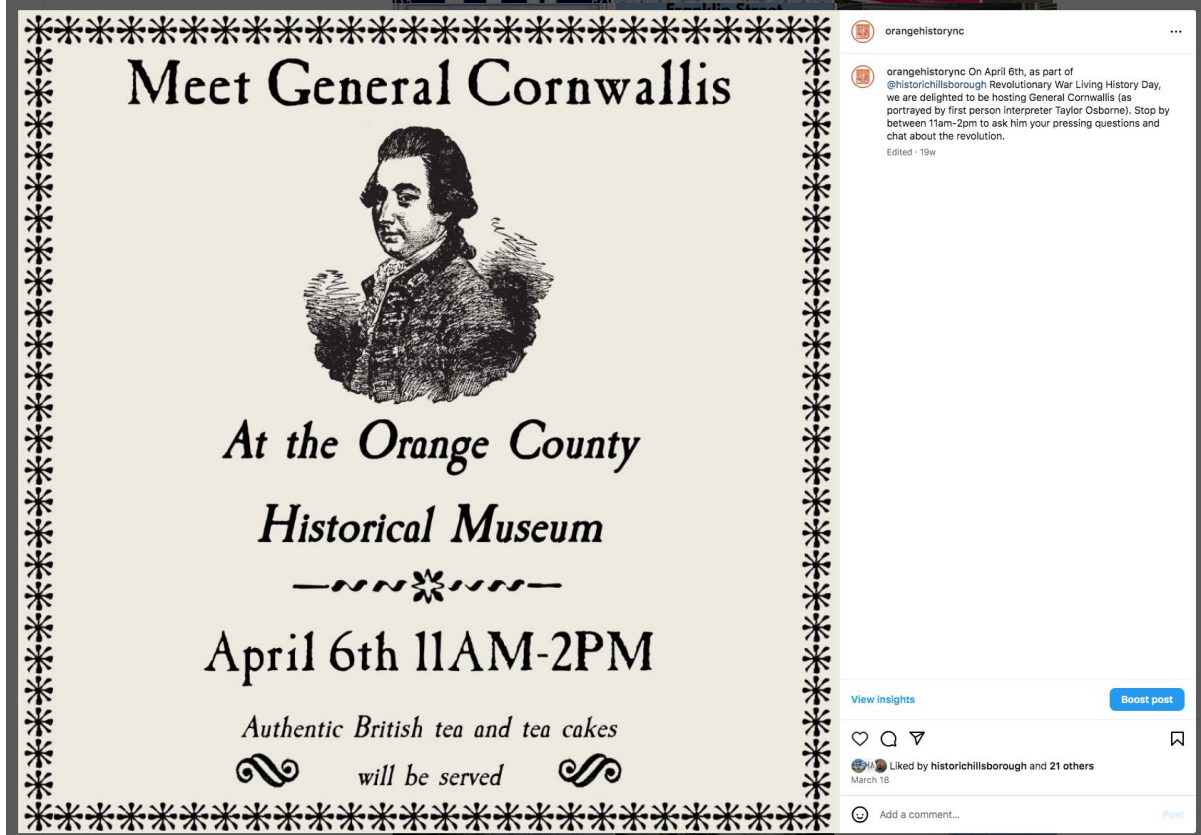
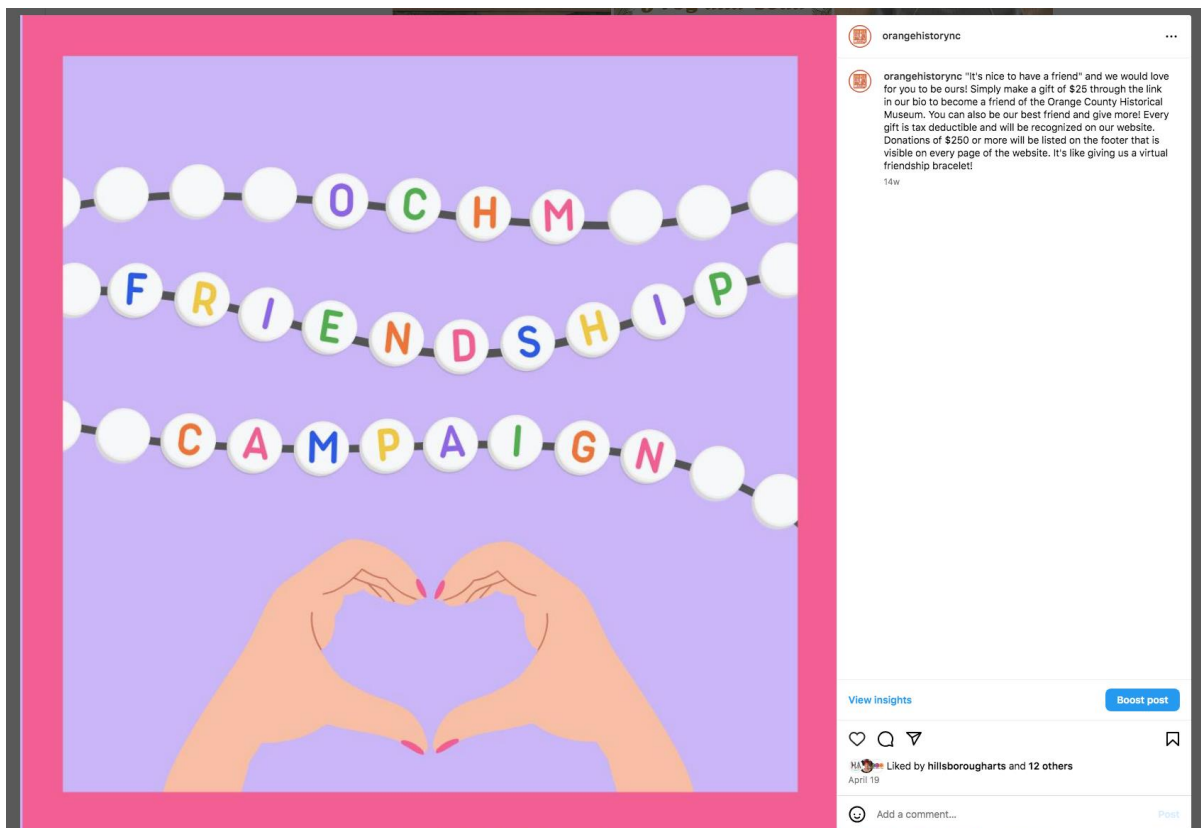
CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:



Date: 7/25/24

Printed Name: Catie Atkinson




“The Road to Brown”

A Documentary about the Events that Led to the 1954 Supreme Court Decision, Brown v. Board of Ed

HIGH COURT BANS SCHOOL SEGREGATION; 9-TO-0 DECISION GRANTS TIME TO COMPLY

McCarthy Hearing Off a Week as Eisenhower Bars Report



June 9 at 3PM

At the Passmore Center
103 Meadowlands Dr.
Hillsborough, NC





Charles Hamilton Houston
“The man who killed Jim Crow”

Film Screening will be followed by a panel discussion

Moderator: **Dr. Freddie Parker**, Professor of History, NCCU
Hon. Anna Richards, Chapel Hill-Carrboro Branch of the NAACP
Betty Eldener, Retired Teacher, Orange County Schools
Jennifer W. Marsh, Civil Rights Attorney, Self-Help Credit Union
Xavier Adams, High School History Teacher, Orange High School
Rep. Renée A. Price, North Carolina General Assembly

Free and open to all
Not intended for young audiences

Presented in collaboration by:

orangehistorync

orangehistorync Join us on June 9 for a film screening in honor of the 70th anniversary of the Supreme Court's decision in Brown v. Board of Education. "The Road to Brown" depicts the brilliant legal strategy that led to the Court's decision and launched the Civil Rights Movement. It is also a moving and long overdue tribute to a visionary but little known black lawyer, Charles Hamilton Houston, "the man who killed Jim Crow."

The screening will be followed by a panel discussion with presentations about the history of desegregation in Orange County and the challenges facing us today. Audience members will have an opportunity to share their experiences and insights.

Free and open to all. Refreshments will be served.

#history #museum #historymuseum #chistory #historicHillsborough #visitHillsboroughNC #HillsboroughNC #orangecountync #BrownBoardEducation

9w

Orange County Historical Museum & Yonder: Southern Cocktails & Brew

LIBATIONS & LEGENDS

Historic Cocktail Tasting

EXPERIENCE AN 1800S SAMPLE ROOM

3 PERIOD BEVERAGES SERVED

April 24th · 6PM · \$40

Tickets at orangehistorync.org/events






orangehistorync

orangehistorync Tickets are still available! Have you ever wondered what types of alcohol the people of Hillsborough were making and drinking in the late 1800s? Join us for another exciting historic cocktail tasting with @yonderbarnc to find out! Libations & Legends will give attendees a glimpse at what a late 1800s sample room in Hillsborough might have been like. Visit the link in our bio for more information and to purchase tickets.

15w

A friend at work is a reminder
that you are not alone in the
journey



To be a friend of the Museum, simply make a gift of \$25.

You can also be our best friend and give more!

orangehistorync

orangehistorync Every year from April through June, we ask you to kindly help us continue the important work that we do to preserve Orange County history and present innovative exhibits and programs. When you become a friend of the Museum, you provide essential funding and you signify that you believe in what we do. To be a friend of the Museum, simply make a gift of \$25. You can also be our best friend and give more! Every gift is tax deductible and will be recognized on our website. Donations of \$250 or more will be listed on the footer that is visible on every page of the website.

Donations can be made in person, mailed to us at 201 N. Churton Street, Hillsborough, NC 27278 or by visiting the link in our bio.

10w

View insights

Boost post



Liked by hillsborougharts and 14 others
April 4

Add a comment...

Post

Be a Friend of the Museum. Make a gift of \$25
Be our best friend and give more



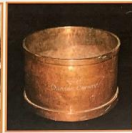
Exhibits

We present the history of Orange County, from prehistoric times through the 20th century.



Education

We provide free tours for all ages. Kids' Space allows hands-on learning through play.



Preservation

We conserve artifacts to ensure that they will be available for viewing in perpetuity.



Events

We offer a variety of programs including talks, tastings, film screenings, and more.

Help us reach our goal of 1,000 gifts of \$25

Every Friend Receives Recognition on our Website

Gifts of \$250 or more are listed on every page

To pay by check, please fill out the form below and mail to:
201 N. Churton St., Hillsborough, NC 27278

To pay by credit card, bank draft or PayPal, please click on the donate button on our website, www.orangehistorync.org

Yes! I want to support the Orange County Historical Museum

Email _____

Belong to Something
classic insightful moving engaging visionary interactive
challenging informative nourishing creative uplifting innovative
energizing flourishing introspective satisfying
Become a Friend
of the Orange County Historical Museum

and Orange County
ible.

orangehistorync

orangehistorync Our new friendship campaign tri-folds are in! We will be distributing these to supports and have them available at the Museum and at programs. A big thank you to local business Diamond's Infinity Printing Designs, LLC for the beautiful printing! Want to show your support and become a friend of the Museum? Simply make a gift of \$25 or more to the Museum. Visit the link in our bio for more information on how to donate.

#history #museum #historymuseum #nchistory
#historicHillsborough #hillsboroughnc #visitHillsboroughnc

10w

View insights

Boost post



Liked by hillsborougharts and 11 others
April 11


Add a comment...

Post



**OCHM
BAKE SALE**

 orangehistorync

 **orangehistorync** Join us tomorrow May 31 during the Last Friday Art Walk festivities on the Old Courthouse lawn for a bake sale in support of the Museum! A variety of cookies, cakes, and other treats will be available for purchase. Can't make it out? You can still support us by becoming a friend of the Museum! Simply make a donation of \$25 or more through the link in our bio.

#history #museum #historymuseum #nchistory
#historichillsborough #visithillsboroughnc #hillsboroughnc
#orangecountync

[View insights](#)

Boost post

HA Liked by hillsborougharts and 7 others
May 30

 Add a comment...

 orangehistorync

 orangehistorync We couldn't do what we do without the generous support of these wonderful exhibit sponsors! Go show them some love, and be sure to stop by the Museum to see the exhibit they made possible, *Working for a Living: A History of Trades in Orange County*.

#history #museum #historymuseum #nchistory
#historichillsborough #hillsboroughnc #visithillsboroughnc
Bw

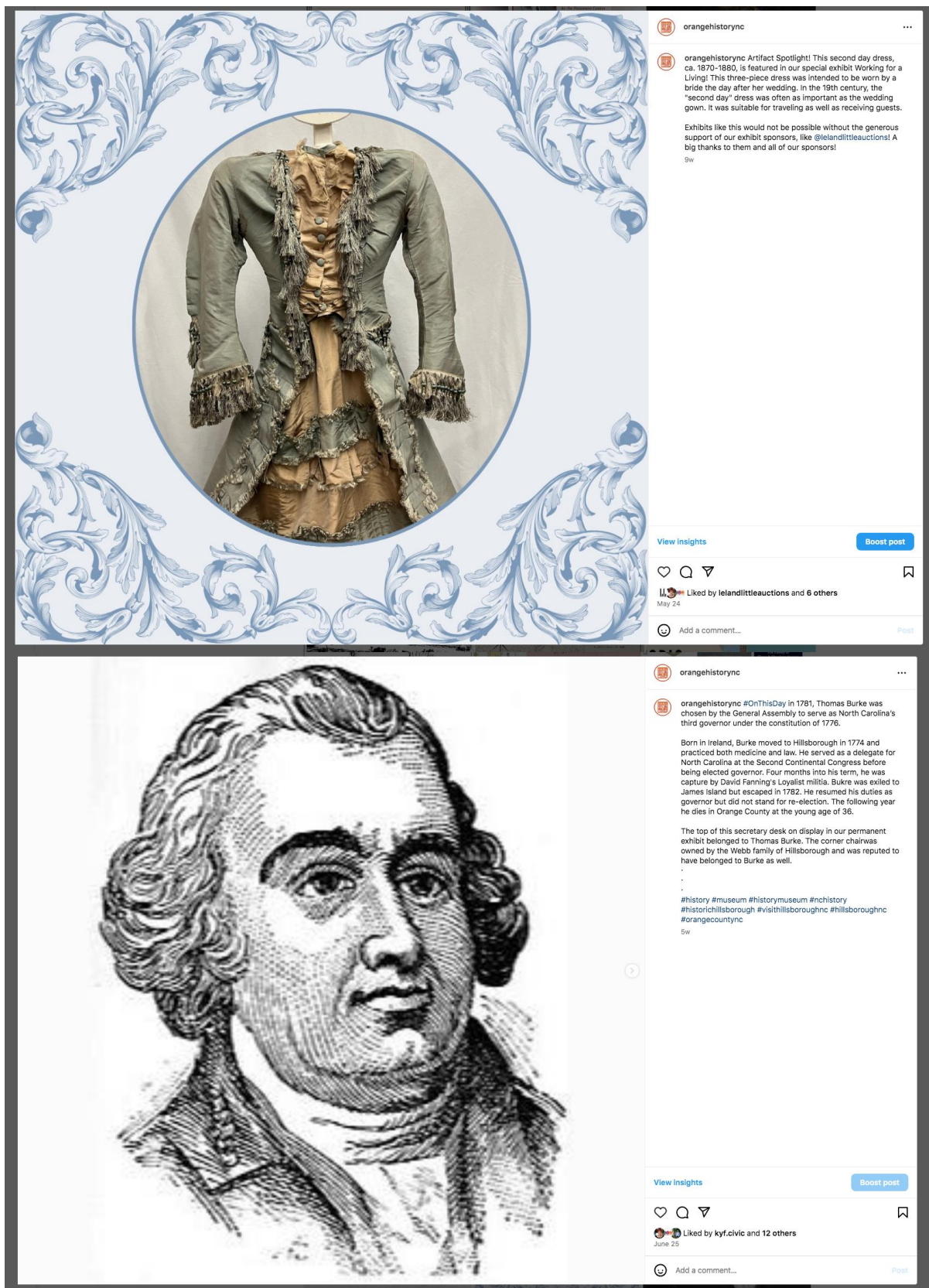
[View insights](#)

Boost post

HA Liked by hillsborougharts and 10 others
May 31

 Add a comment...

12



Be Our Friend

Join our Annual Friendship Campaign

Every year from April through June, we ask you to kindly help us continue the important work that we do to preserve Orange County history and present innovative exhibits and programs.

When you become a friend of the Museum, you provide essential funding and you signify that you believe in what we do.

**A friend at work is a reminder
that you are not alone in the
journey**



To be a friend of the Museum, simply make a gift of \$25.

You can also be our best friend and give more!

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[Become a Friend](#)

Help us reach our goal of 1,000 gifts of \$25

Belong to Something

classic insightful moving engaging visionary interactive
challenging informative nourishing creative uplifting innovative
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Become a Friend of the Orange County Historical Museum

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Exhibits

New Acquisition

1969 State Championship Trophy

To allow more people the opportunity to learn about the Orange High School boys' basketball team's remarkable journey to become state champions, the Orange County Board of Education graciously donated the winning trophy to the Museum.

Beginning May 4, we will have it on display.



Orange County did not begin full integration in its schools until the 1968-9 school year. Tensions were high. But the community was brought together by a group of talented young men who rose above the vitriol, worked together, and won the 1969 North Carolina State Basketball Championship.

Join us for an opening reception on May 4 from 1-3

Free and open to all. Refreshments will be served.

June 9

"The Road to Brown"

A Documentary about the Events that Led to the 1954 Supreme Court Decision, Brown v. Board of Ed

**HIGH COURT BANS SCHOOL SEGREGATION;
9-TO-0 DECISION GRANTS TIME TO COMPLY**

McCarthy Hearing Off a Week as Eisenhower Bars Report



Charles Hamilton Houston
"The man who killed Jim Crow"



June 9
at 3PM

At the Passmore Center
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Hillsborough, NC

Film Screening will be followed by a panel discussion

Moderator: **Dr. Freddie Parker**, Professor of History, NCCU

Hon. Anna Richards, Chapel Hill-Carrboro Branch of the NAACP

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Jennifer W. Marsh, Civil Rights Attorney, Self-Help Credit Union

Xavier Adams, High School History Teacher, Orange High School

Rep. Renée A. Price, North Carolina General Assembly

Free and open to all

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Presented in collaboration by:



**A Film screening in honor of the 70th
anniversary of the Supreme Court's decision in
*Brown v. Board of Education***

"The Road to Brown" depicts the brilliant legal strategy that led to the Court's decision and launched the Civil Rights Movement. It is also a moving and long overdue tribute to a visionary but little known black lawyer, Charles Hamilton Houston, "the man who killed Jim Crow."

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Audience members will have an opportunity to share their experiences and insights.

Free and open to all. Refreshments will be served.

Be Our Friend

Join our Annual Campaign

With you as our friend, we can **Go the Distance!** We only have a few weeks left in our annual friendship campaign! Use the button below to make a donation of \$25 or more, and you'll go from **zero to hero** just like that!

Your donations directly support our exhibits, programs, and educational activities.



To be a friend of the Museum, simply make a gift of \$25.

You can also be our best friend and give more!

Every gift is tax deductible and will be recognized on our website. Donations of \$250 or more will be listed on the footer that is visible on every page of the website.

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April 6



Stop in the Museum any time from 11-2 to chat with the courteous general.

Enjoy some very British tea and cakes.

April 24



In 1894, Hillsborough had something called a "Sample Room." It was located on S. Churton Street next to a saloon.

With the expert assistance of Yonder: Southern Cocktails and Brew, we are going to recreate this sample room and offer you 3 drinks made from the types of alcohol that were distilled in Orange County in the late 1800s. Emcee Eryk Pruitt will provide information about Hillsborough's distilling tradition and the drinks being served.

Another fabulous cocktail tasting event!