

# Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



<b>Organization Information</b>		
Organization Name: <b>Hillsborough Arts Council (HAC)</b>		
Contract Contact Person and Title: <ul style="list-style-type: none"> <li><b>Heather Tatreau, Executive Director</b></li> </ul>		
Contact Person Email: <b>director@hillsboroughartscouncil.org</b>	Contact Person Phone: <b>919-643-2500</b>	
Organization Street Address: <b>102 N Churton Street</b>		
City: <b>Hillsborough</b>	State: <b>NC</b>	ZIP Code: <b>27278</b>
Organization's Annual Operating Budget: <b>\$ 395,000</b>		
<b>Contract General Information</b>		
Contract Quarter for Report: <b>3rd Quarter (Jan-Mar)</b>	Amount of Contract Funding: <b>\$7,125/Qtr</b>	

***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): January-February planning phase, March 29 event (official kick-off to 2024 season)
- Weekend of Art in Hillsborough/Handmade Parade & Market (WOA/HMP/HMM): January-March is a robust planning phase
- Other/not funded by this grant: EQUINOX (annual special event/fundraiser), Satellite Galleries (C3 Hillsborough & Orange Family Medical Group)

***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. Q3 marks HAC's quietest "active" programmatic quarter, with the majority of our efforts occurring behind-the-scenes to set up the organization, our team, and our community for success. During the months of January-March, HAC prioritizes meetings and discussions with the key stakeholders, including artists, funders, volunteers, and other partners, who contribute to the lively array of events hosted by HAC throughout the year. This is primarily a robust planning phase for HAC, with a few major events occurring towards the end of the quarter.

Specifically, the staff of the Hillsborough Arts Council focused on the following activities which helped to drive tourism this quarter:

- Completed an evaluation of 2023 season of Last Fridays Art Walk & reviewed feedback to support final planning for the upcoming 2024 season.
- Prepared a calendar of monthly Last Fridays events, including a diverse and thoughtfully sourced selection of live performances and arts activities to occur throughout Hillsborough each month in the upcoming season.
  - The 2024 season of Last Fridays & the Art Walk (LFAW) has been structured to entice repeat visitation month after month and to encourage tourists and locals alike to build LFAW into their monthly social calendar as a "must-attend" event. This ensures recurring tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. The "shoulder months" include activities appropriate for the more risky weather & darker hours, and the "peak months" provide increased opportunities for visitors to explore every corner of Hillsborough.
- Engaged local businesses in venue partnership for upcoming monthly Art Walks & coordinated all necessary marketing details to ensure broad exposure and up-to-date information for tourists.
- Created and began distributing physical marketing materials, including flyers, rack cards, & posters, etc. to promote 2024 Last Fridays & the Art Walk, upcoming gallery exhibitions, Equinox, and the Weekend of Art in Hillsborough.
- Secured artists contracts and solidified key partnerships for the upcoming Handmade Parade (WoA), including groups who help to cross-promote early "save the date" messaging
- Prepared materials necessary to recruit and coordinate artists and other vendors for upcoming Handmade Market (WoA) and Makers Markets (LFAW)

- Developed and implemented a calendar of social media and other digital marketing efforts to ensure awareness of upcoming HAC events - began teasing 2024 LFAW dates & the WoA/HMP/HMM + providing more details of each event as dates approached.
- Quarterly press package distributed in early March to 250+ media outlets to inform them of detailed programmatic updates, including the 2024 LFAW season, gallery exhibitions, equinox, and other HAC activities.
- HAC's Gallery & Gift Shop re-opened from winter break in late January with a strong, consistent presence, being available for the many tourists who are curious about our creative community in Hillsborough and providing general services/recommendations on where else to shop/visit/dine. The G&GS maintained extended weekend & evening hours in Jan & Feb despite the colder/traditionally less busy season. Volunteers are recruited and oriented for all HAC programs through this venue and other local tourism-driving activities are cross-promoted through marketing materials provided on-site.
- Special exhibitions at HAC galleries drew in visitors that might not typically shop at the G&GS, thus attracting heightened interest in downtown Hillsborough and enticing repeat visitation to our venues/programs.
  - In January: *Ways Both Look* - exhibition by Lindsay Metivier of Peel Gallery - encouraged visitation from Carrboro and other dedicated arts communities across the Triangle
  - February-March: *Mind, Body, and Spirit Illuminated* by Rin Ballenger and *Under the Surface* by Catherine Latham - both exhibitions by local students apart of Cedar Ridge High Schools IB program - intended to attract visitation from younger audiences (fellow students/peers) and from family members/friends of these artists including those who may live out of town.
  - New exhibitions in the satellite gallery spaces help to cross-promote & attract interest in other arts venues in downtown Hillsborough & spike visitation to HAC website to learn about upcoming programs & events.
- On March 23, HAC hosted its second annual Equinox fundraiser and successfully generated support to offset some of the remaining costs of operating free community arts programs. This event is instrumental in expanding awareness of HAC's mission, and in particular, the upcoming Last Fridays & the Art Walk season. While the primary intention of this event is not necessarily to drive tourism, we know that it did attract interest in Hillsborough's booming arts & culture scene and drew ticket buyers from across the Triangle. Local artists, restaurants, vendors, and farmers were prioritized for partnership, ensuring visibility of many small businesses in Hillsborough.

#### Contract Partner Tourism Impact

***Please estimate the number of residents the contract partner served for this quarter: ~1,400***

***Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~2,100***

***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: 2,273

January (closed until third week of the month for winter break): 235

February: 882

March: 1156

Tourists/Geographical Data: 60% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 51% of those 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. March serves as the kick-off to the 2024 season and attracts a strong, dedicated crowd of visitors who are familiar with this program, but does not attract as large of a crowd as the summer months due to the more fickle nature of the weather and the more limited programming zones during these “shoulder months”. As such, it is estimated that closer to 1,500 visitors were brought to town for Last Fridays in March.

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.

***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.

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

- Ongoing process to collect information needed from participating venues for LFAW 2024 season - secured their participation in early Feb & shared loose themes for inspiration & awareness of what HAC will be doing to boost visitation, both online to their websites and physically to hillsborough; google forms, online web forms, etc. are used in follow-ups sent to venues each month with a final line-up of monthly activities & requests to get their details for cross promotion
- Direct emails, posting in DT merchant & 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):***

HAC's direct expenses during Q3 (January-March) were \$2,600 for LFAW. Using the Arts and Economic Prosperity Calculator, the LFAW expenditures brought a total of \$6,352 in revenue for the state government and a total of \$4,391 in revenue for local government. 2 FTE positions were supported through our work, and a total of \$46,964 of household income was generated through our expenses. A total of \$104,428 was spent by our audiences at LFAW.

## 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="\$2,600"/>	<input type="text" value="0"/>	<input type="text" value="\$1,700"/>	<input type="text" value="\$74"/>	<input type="text" value="\$132"/>
AUDIENCES:	<input type="text" value="\$104,428"/>	<input type="text" value="2"/>	<input type="text" value="\$45,264"/>	<input type="text" value="\$4,317"/>	<input type="text" value="\$6,220"/>
TOTAL:	<input type="text" value="\$107,028"/>	<input type="text" value="2"/>	<input type="text" value="\$46,964"/>	<input type="text" value="\$4,391"/>	<input type="text" value="\$6,352"/>

How many volunteers did the contract partner utilize this quarter: 58

How many volunteer hours were logged at the contract partner for this quarter: 285

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:***

- In February, after a comprehensive search process, the Hillsborough Arts Council officially named Heather Tatreau as its new Executive Director. Heather was previously serving in the role of Interim Leader. This transition and Heather's area of expertise has afforded HAC's board, staff, and volunteers the necessary stability to continue operating programs smoothly and efficiently.
- The Internship Program continues to be a huge success. HAC's second Marketing Intern, Darcy Hall, chose to continue her work for a multi-session commitment, extending marketing impact, improving the variety of HAC's online presence, and expanding team bandwidth across programs.
- HAC's second annual Equinox event raised \$15,843 to help offset the remaining operating costs of our free community arts programs. This event was held at the home of local author, Jill McCorkle, and photographer/professor at Duke's Center for Documentary Studies, Tom Rankin, in downtown Hillsborough, further highlighting the vibrancy of our town and the artistic opportunities available to tourists and residents alike.
- This quarter marked the third year that Ivana Beveridge, HAC's Marketing & Program Director, led the charge for all marketing initiatives, as well as securing performance artist partnerships and other relationships essential to the success of programs like Last Fridays & the Art Walk and the Handmade Parade/Market. Her seasoned experience with the organization ensured this robust planning and preparation phase went smoothly, allowing the team to stay on top of deadlines and further expand HAC's mission & audience engagement through its beloved spring programs.
- The Gallery & Gift Shop continues to show year-over-year sales increases. Comparing Q3 of FY24 to Q3 of FY23, arguably one of the slower times of the year for most businesses as many customers are still bouncing back from holiday shopping sprees, sales are still up by 5%. When including Q4 in this comparison, sales are up 10%. This demonstrates a steadily incremental desire from our customer base to visit and shop for local artwork at this valuable downtown venue.

***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):***

- As audience participation grows for programs like Last Fridays and the Handmade Parade, we are aware of the strains it puts on existing infrastructure, particularly the limited public parking options available around town. We desire to work with the Town to explore event parking options that are beneficial to local residents/businesses while also facilitating growth in tourism.
- Although the outcome of the Equinox event was as successful as desired, the timing of hosting a fundraiser during a robust program planning phase, as well as during a major grant-writing season, resulted in a very heavy workload for the HAC team. In the future, HAC may shift the date of the Equinox event to better complement the programmatic calendar to improve bandwidth among board and staff.
- During this quarter, HAC was informed that it would not be eligible for certain grant funds in FY25 for which it was previously awarded due to changing grant requirements. While the organization is always evaluating new revenue streams and fundraising opportunities, this was disappointing news that required increased attention on identifying new sources of grant funding for the upcoming year. HAC remains committed to being prepared and proactive in its financial planning so that mission-critical activities are properly funded. Engaging support from the board and outside contractors to support grant writing efforts has assisted with overcoming this.





***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 and 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 and social platforms as go-to resources for arts events in Hillsborough
- Monthly LFAW Banners at Welcome to Hillsborough and 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 and our monthly HAC info booth (when active, May-October) are hubs for other tourism materials and 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
- Equinox marketing materials distributed widely, with heavily digital marketing approach

LFAW public-facing web-page for full monthly event details: [www.LastFridays.org](http://www.LastFridays.org)

[HAC Facebook Posts](#)

[HAC Instagram Posts](#)

[Q3 HAC Updates Press Package](#)

[Q3 2024 LFAW Announcements Press Package](#)

#### **HAC Programs in the MEDIA:**

Our Q3 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 Arts 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:***

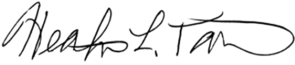

HAC continues to foster relationships with donors and sponsors throughout the year. The second annual Equinox fundraiser occurred in March and raised \$15,843 to help cover the remaining costs of operating free arts events for our community this year. Much of these funds help to cover annual overhead costs, which directly impact the success of each and every program at HAC. This event also provides an opportunity to get to know donors and potential donors on a deeper level, and HAC aims to further cultivate relationships with Equinox ticket buyers in the year ahead.

Our HAC events and the Gallery & Gift Shop remain growing sources 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.

This quarter also required much grant writing and application preparation, as most of HAC's existing and prospective grant funders have deadlines in the spring. HAC's Executive Director along with support from other staff, board members, and contractors, worked to identify new grant opportunities worth pursuing and determined what programs would need additional funds in the upcoming fiscal year. Solidifying partnerships with funders who are focused on full-cost granting and can support the capacity building / overhead needs of HAC are a top priority in the upcoming years.

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.	\$	\$	\$	
<b>TOTALS</b> (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 16, 2024
Printed Name: Heather L. Tatreau	
BOARD CHAIRPERSON	
Signature: 	Date: July 16, 2024
Printed Name: Joshua Collins	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	