

# Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



<b>Organization Information</b>		
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		
<b>Contract General Information</b>		
Contract Quarter for Report: Q3 January - March 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

- January: 154
- February: 208
- March: 304

### Events Hosted in Q3

- Small Town USA - Duke Photography Class with Jenn Weaver and Mayor Bell
- Black History Month collaboration with the OC Public Library - Docuseries showing of Black churches
- Alliance co-hosted a discussion panel with our Telling the Full Story committee members at the Library regarding docuseries showing
- Walking tour season began in March

Much of our time spent in Q3 is spent planning and finalizing for the upcoming events and festival season. Along with the large community events hosted by the Alliance, we are also responsible for promoting all Hillsborough-focused events. This means that along with outlining details for Alliance-centered events (Rev War Day, Excursion Day, Outlandish), we also focus on meeting with organizers of River Park Concert, Handmade Parade, Hog Day, Antique Festival, Flushfest to ensure that we are helping to promote all opportunities for people to experience Hillsborough via the Visit Hillsborough initiatives.

## **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 Q3

- Gerald Shanklin's exhibit and speaking event at the OCHM
- The Alliance facilitated additional conversations between the state's A250 team and county stakeholders
- Burwell's Behind the Scenes series - the Alliance helped to spread awareness of the event via community calendar postings and joint marketing efforts via AHH and Visit Hillsborough channels.
- Burwell's Keckly Quilting event
- OBSN village workdays

#### Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 191 (25%)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 575

**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):**

Typically, we collaborate with Shannan Campbell and the TDA to cross-promote or assist in highlighting the potential for weekend stays. It is well known that Q3 is a slower time for tourism promotion, so we focused on our messaging on social media. We created a winter bucket list that encouraged visitors to explore all facets of Hillsborough and did numerous callouts, plus a feed re-share, of the Colonial Inn.

As this time of year is always slower, we hope to brainstorm additional ways to entice visitors to explore our town through social media efforts and potential influencer collaborations.

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

*See more details in Q3 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

- Triangle Weekender Ad for print publication 2024-2025
- Raleigh Magazine Event Preview edition for 2024 events - print and digital half page 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: 8

How many volunteer hours were logged at the contract partner for this quarter: 134

## 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:

- Onboarding Kelly Arnold, our new Programs Coordinator
- Installing the town sign and first two interpretive signs at the Replica Village
- Collaborating with the OC Library for the docuseries showing
- Establishing additional connections for the NC A250 celebrations and initiatives
- Beginning to develop phase two for the Telling the Full Story project
- Finalizing digital lesson plans for heritage education resources

**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:

- We had to adjust our anticipated programming schedule to accommodate the planning of the Outlandish Hillsborough Scottish Festival, the launch of our new West Hillsborough Walking Tour, and the organization of the Preservation Tour. To produce well-organized and effective community events the Alliance chose to remove a couple of the smaller programs we had initially set to host, such as weekday walking tours and our virtual lunch-and-learn series.
- The state's A250 wayside signage project guidelines have since changed from our initial meetings with the state representatives. Our staff was able to sit down with the A250 reps once again to learn about the new initiatives and walk through the grant funding opportunities. Grant funding applications for both county and community were not made available until early March, with a deadline of May 3rd. The Alliance worked with OC stakeholders to outline a proposal that included wayside signage for Hillsborough and will have updates on specifics for Q4.

## 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)
- Print
  - Raleigh Mag Events Preview - Half page ad (purchased by TDA, Managed by AHH)
  - Triangle Weekender ad
- Social
  - Winter Bucketlist
  - Highlight on Colonial Inn

**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.

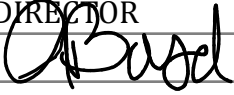
The Alliance also provides donation opportunities on our website and during all free programming. Since much of our programming is collaborative, we hope folks remember that a certain percentage of proceeds are, at times, donated back to our partners so we can all continue to work together, delivering 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: 4.29.2024

Printed Name: Amanda Boyd

### BOARD CHAIRPERSON

Signature:

Date:

Printed Name:

### CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:

Date:

Printed Name: