

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: 3rd 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 Museum hosted fewer exhibits this quarter as the main focus was preparing and installing our new special exhibit, Working for a Living, which opened in March.

- January 11th – Mask and Reveal: Gerald Shanklin's Collection of Art from the African Diaspora exhibit opening. Attended by 50 individuals.
- February 1st – A Presentation by Gerald Shanklin. Attended by 35 individuals.
- March 28th – Working for a Living exhibit opening. Attended by over 150 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.

- February 16th – Classroom visit at Hillsborough Elementary

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 223 Orange County Residents (including 156 from Hillsborough)

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 458 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):

- 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): \$ 41894

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas): 1006

CALCULATE **Reset**

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$41,894	1.4	\$30,678	\$1,482	\$1,795
Nonprofit Arts and Culture Audiences:	\$22,605	0.6	\$11,330	\$1,125	\$1,093
Total Industry Impact: (The Sum of Organizations and Audiences)	\$64,499	1.9	\$42,008	\$2,607	\$2,888

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: 4

How many volunteer hours were logged at the contract partner for this quarter: 83

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 biggest success of this quarter was the opening of our new special exhibit, Working for a Living: a History of Trades in Orange County. This exhibit showcases 11 trades that were practiced throughout Orange County History and the people that practiced them. We once again produced an exhibit catalogue that provides in depth information about the history of the trades, spotlights of local tradespeople, and information about all artifacts in the exhibit. Each year, museum staff pushes ourselves to create an exhibit that is bigger and better than the previous one, and we feel we have achieved that with this exhibit. This exhibit makes learning accessible with multiple interactive elements that are fun for all ages. Additionally, this exhibit was a collaborative effort with the community, who provided artifacts and information for the exhibit and also volunteered to be featured on our wall of modern trades people. Visitor response to the exhibit has been incredible. Visitors from all over are able to connect with the universal concepts featured in the exhibit and love seeing artifacts they are familiar with.

Additionally, before the launch of the new special exhibit, we did one last refresh of the Treasure Hunters exhibit featuring the collection of Gerald Shanklin's masks. This exhibit, with its unique artifact, drew in a completely new set of visitors to the museum who came specifically to see Mr. Shanklin's collection. Additionally, as a Hillsborough native, he had never been able to showcase his collection in his hometown, and being able to do so for him was incredibly special for us.

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 news 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 efforts for the Museum occur in Q2 and Q4. However, throughout the year we include a link to donate in all e-newsletters sent to subscribers. Additionally, we always have a donation jar and QR code to access our online donation platform at the front desk. While direct major fundraising efforts did not occur this quarter, all events and programs indirectly support our fundraising efforts, by attracting new supporters and showing existing supporters the types of programs the Museum is able to produce with their support. We consider every program and event a friend-raiser, a way to get people invested in what the Museum is doing so they will hopefully donate in the future.

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

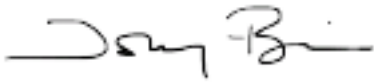
Signature:

Date:

Printed Name:

BOARD CHAIRPERSON

Signature:



Date: 4/19/24

Printed Name: Tonya Bami

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:



Date: 4/19/24

Printed Name: Catie Atkinson



orangehistorync

orangehistorync We are always working to update our Kids Space with new interactive elements. We recently added a Jacob's Ladder for visitors to play with. The exact origin of the Jacob's Ladder is unknown, but one of the earliest references to the toy comes from an 1889 Scientific American article describing how it is built and works. Stop by to see what kind of neat shapes you can make with this fascinating toy! Thank you to our generous sponsors, such as Barbra Younger, for making it possible to continue to upgrade our Kids Space!

21w

View insights

Boost post

Like Comment Share

Liked by kyf.civic and 4 others

March 5

Add a comment...

Post

A PRESENTATION BY GERALD SHANKLIN



FEBRUARY 1ST 5:30PM

HILLSBOROUGH
PRESBYTERIAN CHURCH



orangehistorync

orangehistorync Join the Orange County Historical Museum for a presentation from featured collector Gerald Shanklin. Gerald will discuss his collection of African masks and his process for carving masks in a similar tradition. This is a can't miss presentation! This free program will be held on February 1st at 5:30 PM at the Hillsborough Presbyterian Church. Light refreshments will be served.

27w

View insights

Boost post

Like Comment Share

Liked by kyf.civic and 4 others

January 22

Add a comment...

Post

orangehistorync

orangehistorync Today's the day! Join us tonight anytime between 5:30-7 PM for the opening of our newest Treasure Hunters collection! Gerald Shanklin has been collecting and creating his own masks for over twenty years. Drop in to meet the collector, see the collection, and enjoy some refreshments! Can't make it to the opening? This collection will be on display through February 29.

28w

View insights

Boost post

Liked by chapelhillmag and 7 others

January 11

Add a comment...

Post

orangehistorync

orangehistorync We are hard at work prepping for our next exhibit, Working for a Living: A History of Trades in Orange County! Take a guess at what trade we are working on today.

20w

zach_hilbard How was it getting the anvil into the museum?

Miss everyone at the museum!

19w 1 like Reply

View replies (1)

View insights

Boost post

Liked by kyf.civic and 19 others

March 12

Add a comment...

Post

9

ORANGE COUNTY HISTORICAL MUSEUM

March 28, 2024

WORKING FOR A LIVING
A HISTORY OF TRADES

Opening Night Reception

5:30-7:00 PM

201 N. Churton St, Hillsborough

orangehistorync

orangehistorync Mark your calendars for the opening of our next special exhibit, Working for a Living, which explores the history of trades in Orange County. Stop by the Museum on March 28th from 5:30-7PM to be among the first to see this exciting new exhibit. Light refreshments will be provided. Working for a Living will be on display through December 2024.

#hillsboroughnc #nchistory #historichillsborough #history #museum #historymuseum #orangecounty #visithillsborough

21w

View insights

Boost post

♥ 🔍 📌

👤 Liked by hillsboroughnc and 18 others

March 4

😊 Add a comment...

orangehistorync

orangehistorync New item in the gift shop! We are now carrying Ye Old Carolina Public House Pine Tar Soap made locally in Cedar Grove by @lavenderroadbylisa. This soap smells absolutely divine and is great for dry, sensitive skin. Stop by and pick some up today!

23w

View insights

Boost post

♥ 🔍 📌

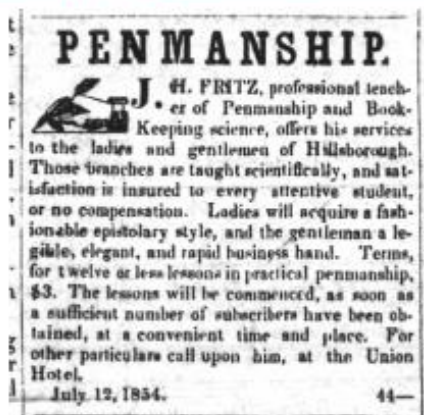
👤 Liked by lavenderroadbylisa and 6 others

February 15

😊 Add a comment...

Research

Mapping Churton Street



The **Union Hotel** offered quality housing both short-term and long to people in Hillsborough from 1822-1854. It was located on Lot 3, where Taylor-Hall Properties and the Fire Department currently are. One of the hotel's many boarders was J.H. Fritz who offered lessons in penmanship.

Do you have any information about businesses along Churton Street that you can share with the Museum?

If so, contact programs@orangehistorync.org

We hope to have phase 1 of the online exhibit completed and ready for public viewing by May 1.

What Happened?!

Column in News Of Orange

Beginning January 31, the Orange County Historical Museum will be sponsoring a bi-monthly column in *The News of Orange* called:

What Happened?!

It will feature lesser-known people, places, and things in Orange County. We want to tell stories that people are unfamiliar with, tales that depict the full, cultural history of our community. Some of the planned topics for articles are:

- Preston Epps: A North Carolina Classic
- The Watch that Robert Leslie Made
- Jubal Lea and his Amazing Daughter Della
- How Mary Kirkland Brought Music to the Hillsborough Presbyterian Church
- The Notorious Willis Hester, Horse Thief
- The Best Date Night Ever

Do you know a person, place or thing that deserves to be remembered? If so, contact Courtney Smith at:

programs@orangehistorync.org to discuss how you can write an article and tell that story.

Looking for Sponsors

Help us Tell More Stories

Our next special exhibit will open in March.

It will be called **'Workin' for a Livin'** and will feature trades and tradesmen in Orange County History.

Sponsorship levels begin at only \$25 but have a tremendous impact on the final product that we are able to present.

To become a sponsor, contact programs@orangehistorync.org

Many thanks to our Treasure Hunters Sponsors:



Click for the
OCHM
website

Questions?

Call us at
(919) 732-2201, or contact
us through our website



201 N. Churton St., Hillsborough, NC 27278

919-732-2201

www.orangehistorync.org



January at OCHM

The Orange County Historical Museum

Is open daily from 11-4

(Wednesday by appointment only)

Exhibits

Mask and Reveal

Art From the African Diaspora

Encore! We are extending our Treasure Hunters exhibit once again in order to showcase **Gerald Shanklin's** incredible collection of masks.

African masks are a living tradition. Carved from wood and augmented with other natural materials, they represent cultural values and are intended to be used in ritualized performances as a means to connect with the spiritual world. For over twenty years, Gerald Shanklin has not only been collecting African masks, but also continuing the tradition of transforming wood by creating his own pieces.



Around fifty masks will be on display.

Half will be from African countries, including Nigeria, Cote D'Ivoire, Cameroon, Burkina Faso, and the Democratic Republic of Congo. The other half will be ones that Shanklin made from local wood.

Every Mask has a legend!

Programs

January 11

5:30PM

TREASURE HUNTERS

Orange County COLLECTORS



Mask and Reveal

Gerald Shanklin's Collection of
Art from the African Diaspora

Opening Reception

January 11 5:30-7 PM

Orange County Historical Museum

201 N. Churton St. * Hillsborough, NC * www.orangehistorync.org

Join us for Opening Night

Meet artist and collector Gerald Shanklin and enjoy some refreshments.

Stop in any time between 5:30 and 7 PM.

