

# Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



## Organization Information

Organization Name: **Burwell School Historic Site**

Contract Contact Person and Title: **Emma Vadney, Site Coordinator**

Contact Person Email: **burwellsc@gmail.com**

Contact Person Phone: **(919)732-7451**

Organization Street Address: **319 N Churton St**

City: **Hillsborough**

State: **NC**

ZIP Code: **27278**

Organization's Annual Operating Budget: **\$165,378.00**

## Contract General Information

Contract Quarter for Report: **FY24 Q3&4 (Jan-June)**

Amount of Contract Funding: **\$42,500**

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

**The Historic Hillsborough Commission was pleased to present the following events & programs in collaboration with various local partners in the 3rd quarter of FY24:**

### January 2024

- **Behind the Scenes: The Memoirs of Elizabeth Keckly, James Still, and Henry Ossian Flipper – January 13** We hosted the first of our 2 lectures in a series focused on Elizabeth Keckly. Dr. William Andrews of UNC Chapel Hill presented a program at the Hillsborough Presbyterian Church focused on slave narratives, including that of Elizabeth Keckly. Over 50 people attended this program, which was also recorded and made available on the BSHS YouTube channel.

### February 2024

- **Documentary Screening with Cedar Grove Community Center – February 5** Burwell collaborated with the Cedar Grove Community Center, Representative Renee Price, and Dr. Iris Chapman to present the documentary "Closing of a School: The History and Legacy of Central High." Nearly 70 guests were in attendance. This was a wonderful way to kick off our Black History Month programming.
- **Patchwork Party – February 10** As part of our Black History Month programming, we offered an event tailored to children and families. Elizabeth Keckly was born in February and made multiple quilts in her lifetime, so we honored her skills by helping guests craft their own quilt square.
- **Behind the Scenes: Elizabeth Keckly: A Life in Counter-Narrative – February 24** We were fortunate enough to secure Dr. Sheila Smith-McKoy to present our Black History Month program at Mount Bright Baptist Church. She delivered a fascinating lecture on Elizabeth Keckly's *Behind the Scenes* and kindly signed copies of her published volumes. Several books were made available for sale, including *Behind the Scenes*, Judge Beverly Scarlett's latest works, and Reverend Dewey's book. 50 people attended this program.

### **March 2024**

- **Hazards of Domesticity: The Eaton Affair and American Politics – March 10** Friend of the BSHS Dr. Sylvia Hoffert gave an engaging talk on the Eaton Affair in celebration of Women's History Month.

**The Historic Hillsborough Commission was pleased to present the following events & programs in collaboration with various local partners in the 4th quarter of FY24:**

### **April 2024**

- **Revolutionary War Day – April 6** Rev War Day was a massive success once again this year, thanks to the efforts of the Alliance and all of our other partners. Burwell hosted demonstrators from Camp Flintlock and recorded a whopping 309 visitors.
- **Emancipation & Bennett Place – April 27** At the invitation of Bennett Place, Burwell attended the 159th anniversary program, which included an event commemorating emancipation in North Carolina. In collaboration with the Alliance, we presented a table with information about slavery in Hillsborough. We also lit luminaries in remembrance of Elizabeth Hobbs Keckly, Mary Ann, Hannah, Mitchell, and the other individuals enslaved by the Burwells. This was a wonderful opportunity to share our site's history with outside audiences.

### **May 2024**

- **Derby Day Auction Gala – May 4** The Historic Hillsborough Commission once again hosted a successful auction gala. This year's event was themed around the Kentucky Derby and featured delicious food from Q Shack, tempting silent and live auction items from local businesses, and stunning decorations. We hosted approximately 140 guests at the Whitted Building in Hillsborough.
- **Excursion Day – May 18** The Burwell School remained open for guided tours on Excursion Day. Due to the proximity of the event to our gala, we were unable to plan any additional programming.

### **June 2024**

- **Handmade Parade – June 1** The Burwell front lawn served as the staging ground for HAC's Handmade Parade this year. We loved getting to see all the creative puppets!
- **Melungeon Heritage Conference – June 21** The BSHS hosted the evening reception and trauma workshop for the Melungeon Heritage Conference. Many visitors remarked on the interesting history of the site and their desire to return in the future for a proper tour!

Please explain how the organization successfully promoted tourism in Hillsborough:

**The Burwell School continues to promote tourism in Hillsborough by collaborating with local organizations, providing free site tours five days a week, and by increasing our online presence through digital communications and social media. Beyond our typical hours of operation, Burwell also hosted 5 programs/events, participated in 3 townwide events and 3 additional collaborative events, and partnered with sites such as Mount Bright and Bennett Place to engage new visitor bases.**

**Our greeters and staff continue to encourage all visitors to stop by the Hillsborough Visitor's Center and Gift Shop, the Orange County Historical Museum, Hillsborough Arts Council, and Ayr Mount, among other local sites and businesses. We also maintain marketing materials from many of our partner organizations and encourage visitors to take them to learn even more about Hillsborough.**

**Additionally, we have installed a bulletin board that features materials from partner organizations. Through our digital presence, we promote and interact with local sites and businesses. This includes reposts on social media and a section in our monthly newsletter that highlights events in the community that would be of interest to our audience.**

**Contract Partner Tourism Impact**

Please estimate the number of residents the contract partner served for this quarter: <b>161 in Q3; 646 in Q4</b>	Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: <b>312 in Q3; 646 in Q4</b>
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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):

**Resident and tourist numbers are measured in several different ways:**

1. Greeters and docents complete onsite sign-in and monitoring of walk-ins and individual tours.
2. Staff tracks group tours.
3. Staff and/or volunteers count attendees at free, in-person events.
4. Paid in-person event details are tracked by ticket sales and day-of registrations.
5. Online program details are tracked by ticket sales and day-of registrations.

The Burwell site had a total of 473 total visitors in Q3 and 1,292 visitors in Q4. Although some visitors choose to identify their home location when signing our guest book, we estimate the number of residents versus tourists, as not all visitors check in directly with the site. Additionally, many of our visitors come from nearby areas such as Chapel Hill and Durham. We continue to work to improve data collection for our events so we can more accurately report numbers of residents vs. tourists.

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):

**As a collaborative partner with the Alliance for Historic Hillsborough and the Orange County Historical Museum, we often assist in promoting and highlighting their events through our social media outlets, newsletters, or other marketing avenues. We continue to utilize both our Facebook and Instagram accounts as a way to promote additional Hillsborough business partners as well, such as the Hillsborough Arts Council, the Chamber of Commerce, etc. We have also implemented a community bulletin board as well as a partners' corner in our monthly newsletter. Our followers can view upcoming local events and business "shout-outs" via these avenues, helping spark an interest in other areas of Hillsborough. In Q3 and Q4, Burwell partnered with the Hillsborough Presbyterian Church, Cedar Grove Community Center, Mount Bright, the Alliance, Bennett Place, and the Hillsborough Arts Council to present programs and events. We utilized social media and in-person visits to inform local businesses of Burwell events, particularly using bulletin boards in businesses like Cup-a-Joe to display fliers alongside community postings.**

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

How many volunteers did the contract partner utilize this quarter: **25 in Q3; 40 in Q4**

How many volunteer hours were logged at the contract partner for this quarter: **550 in Q3; 725 in Q4**

## 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:

- **Burwell continues to host regular events and steady visitor numbers, setting yet another record with almost 1,300 visitors in Q4.**
- **Burwell was able to participate in multiple community events this quarter, including Revolutionary War Day and the Handmade Parade. We also collaborated with many organizations such as Bennett Place and Mount Bright this quarter. Additionally, we connected with other historical organizations such as the NC Museum of History through our group tour program. It has been wonderful to explore new partnerships and build on existing friendships. We look forward to continuing our involvement in the community and to establishing ourselves as a regular presence.**
- **We saw an increase in group tours, with 11 groups visiting Burwell between January and June. We connected with groups from Duke, the NC Museum of History, and the Carolina Friends School, among others.**
- **The annual auction gala was a success, surpassing our fundraising goal by a significant margin.**

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):

- **We continue to look to expand our volunteer base beyond our commissioners and our longtime dedicated volunteers. This is particularly important as we have ramped up our community presence with events and regular operating hours, which puts more strain on our current staff and volunteer base.**
- **Although we market our events to the best of our ability through the free avenues available to us, budget constraints limit our reach and therefore limit our potential attendance for events. We plan to continue hosting spectacular events and maximizing our social media presence in order to expand our reach and name recognition. Special thanks to the Alliance for their help in marketing Burwell programs whenever their budget allows!**

## 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):

**We promote all of Hillsborough through our social media marketing and online newsletters. Our online presence continues to grow as we employ social media to keep our audience informed about everything Burwell has to offer. Regular content such as Trivia Tuesday and the Archive Spotlight has seen our online profile expand. We look forward to continuing to grow in this arena. It offers us a means of reaching our community in Hillsborough as well as potential visitors from across the globe.**

**We have increased efforts to promote the story of Elizabeth Keckly in our marketing. Anecdotes from visitors reveal that many either visit Burwell to learn about Mrs. Keckly or plan to return or recommend Burwell due to learning her story. Expanding our interpretive offerings makes Burwell a "new" and exciting place to visit for guests from all over.**

**We continue to utilize our social media to feature upcoming events in the area and share Hillsborough businesses' posts. We are excited to continue expanding our collaboration in the form of social media by cross-promoting events with other businesses and organizations.**

**In addition, we continue to send out monthly newsletters to promote Burwell events and maintain regular communication with our audience. Staff has expanded our newsletters and continued marketing Burwell and Hillsborough as a tourism destination by reaching out to other local businesses regularly to include upcoming events and announcements. This provides quality information for the readers, as well as helping establish a partnership among private and nonprofit organizations in Hillsborough.**

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 Burwell School hosted one large fundraising event these 2 quarters: the Derby Day Auction Gala. This is an annual event that returned in 2023 from a COVID-induced hiatus to great success. Our 2024 event was themed around the Kentucky Derby. We reached capacity in ticket sales and were able to double our fundraising goal.**

**Staff created and launched the Burwell Sustainer program. This allows donors to sign up easily to make monthly contributions in exchange for several perks, including a bumper sticker and priority access to ticketed events.**

**Finally, we continued to have success with our gift shop and group tours. We grossed \$1,700.37 over Q3 and Q4. We plan to continue building on our success by continuing to stock the gift shop with exciting items and reaching out to schools and other organizations for group tours.**

**The HHC Finance Committee, led by Treasurer Sharon Ringwalt, has voted to begin work on a longer-term financial plan for the Commission. A new committee will be formed for the purpose of developing this strategic plan.**

**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		
1.	\$	\$	\$	
2.	\$	\$	\$	
3.	\$	\$	\$	
4.	\$	\$	\$	
5.	\$	\$	\$	
6.	\$	\$	\$	
7.	\$	\$	\$	
8.	\$	\$	\$	
9.	\$	\$	\$	
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

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: **N/A**

Date:

Printed Name:

### BOARD CHAIRPERSON

Signature: 

Date: **07/30/2024**

Printed Name: **Matt Hughes, Chair**

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

Signature:

Date: **11/27/23**

Printed Name: **Emma Vadney**