

# Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: <b>Burwell School Historic Site</b>		
Contract Contact Person and Title: <b>Emma Vadney, Site Coordinator</b>		
Contact Person Email: <b>burwellsc@gmail.com</b>	Contact Person Phone: <b>(919)732-7451</b>	
Organization Street Address: <b>319 N Churton St</b>		
City: <b>Hillsborough</b>	State: <b>NC</b>	ZIP Code: <b>27278</b>
Organization's Annual Operating Budget: <b>\$165,378.00</b>		
Contract General Information		
Contract Quarter for Report: <b>FY24 Q2 (Oct-Dec)</b>	Amount of Contract Funding: <b>\$21,250</b>	
Outline/Overview of this quarter's tourism events/programs/activities:		
<p><b>The Historic Hillsborough Commission was pleased to present the following events &amp; programs in collaboration with various local partners in the 2<sup>nd</sup> quarter of FY24:</b></p>		
<b>October 2023</b>		
<ul style="list-style-type: none"> <li>• <b>Restoration of the Burwell Site – October 22</b> Commissioner and preservation expert Peter Sandbeck presented on the restoration efforts that have allowed our 200-year-old house to remain standing. This program was held in honor of the 60<sup>th</sup> anniversary of the Historic Hillsborough Commission. In addition to the enlightening presentation, the HHC Research Committee unveiled their brand-new exhibit, <i>Origins: The Early Years of the Historic Hillsborough Commission</i>. The program was well attended, with 32 people packed into the tiny South Parlor.</li> <li>• <b>Last Friday: Halloween at Burwell – October 27</b> Burwell offered two programs for October's Last Friday celebration. Earlier in the evening, children were invited to craft their own Halloween masks and enjoy candy on our front lawn. Then, the house opened for a special tour, hosted by interpreters dressed up as Elizabeth Keckly, Anna Burwell, Josiah Collins III, and more. 40 visitors attended this successful event.</li> <li>• <b>Signed, Sealed, Delivered – October 29</b> Burwell was fortunate to host Harry Albert, officer of the North Carolina Postal History Society, for a presentation on the history of women's education through postage stamps. Guests remarked on the amazing collection of postage stamps, which featured stunning artwork.</li> </ul>		
<b>November 2023</b>		
<ul style="list-style-type: none"> <li>• <b>Besides the Burwells – November 4</b> In collaboration with the Orange County Historical Museum, Burwell presented this lecture on the former residents of the property. Courtney Smith discussed her research, compiled during her time as a Burwell volunteer. The Hillsborough Presbyterian Church was kind enough to offer the use of their space as well as light refreshments. 25 guests came out to</li> </ul>		

enjoy Courtney's entertaining talk.

- **Last Friday: Small Business Black Friday – November 24** The Burwell gift shop opened to visitors as part of the HAC's Last Friday event in November. Visitors could peruse our most popular items as well as our brand-new holiday collection, featuring festive items from King Cobra Apiary in Chapel Hill.

### December 2023

- **Hillsborough Holiday Parade – December 3** We are fortunate enough to have a front-row seat to the annual holiday parade. This year, we set up a bake sale, offering homemade cookies and hot cocoa. While the cocoa was less of a success due to the balmy temperature, we welcomed over 50 visitors to the Burwell front porch as we anxiously awaited the first running elf.
- **Gingerbread or Not! – December 10** Families flocked to Burwell to celebrate the holiday season with a gingerbread house workshop. They were treated to cookies, cocoa, candy, and their own personal gingerbread house kit. This event tied in wonderfully with the gingerbread house competition downtown and the Hillsborough Holiday Parade.
- **Champagne Tasting – December 12** The Burwell School collaborated with the Hillsborough Wine Company to present a champagne tasting fundraiser. The evening was a great success, complete with elegant treats and a fun, educational presentation on champagne. Our raffle basket was also a big hit, featuring a gift card donated by Nomad and an expensive bottle of champagne. 30 people attended this event.

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 collaborated with the Orange County Historical Museum and Hillsborough Presbyterian Church to present a program, engaging a broad demographic. In addition, 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 items (i.e.: rack cards) 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 increased digital presence, we also promote and interact with local sites and businesses. This includes reposts on social media and a new section in our monthly newsletter that highlights events at partner organizations.**

Contract Partner Tourism Impact	
Please estimate the number of residents the contract partner served for this quarter: <b>370</b>	Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: <b>357</b>

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. Separate sign-in sheets monitored by volunteers track 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 727 visitors in Q2. 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. This quarter, we 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 addition, Burwell partnered this quarter with the Alliance for Historic Hillsborough, the Hillsborough Presbyterian Church, Hillsborough Wine Company, 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: **46**

How many volunteer hours were logged at the contract partner for this quarter: **490**

## 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:

- **With a full staff, Burwell has been able to plan and host more community events than ever before. We hosted or participated in 8 events in Q2, producing another record quarter of visitor numbers.**
- **Burwell was able to participate in multiple community events this quarter, including the Hillsborough Holiday Parade, Last Fridays, and the Alliance's Holiday Bucket List. We also collaborated with the Orange County Historical Museum, Hillsborough Wine Company, and the Chamber this quarter. Additionally, we connected with other historical organizations such as Historic Stagville and the NC Postal History Society. 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 this quarter, with 3 groups and one large school group. Our visitor services coordinator will continue outreach efforts to build on this success.**
- **The Burwell School maintained steady numbers of visitors through the busy holiday season. We also saw improved holiday sales for the gift shop, restocking our shelves with products from small, local, and/or Black-owned businesses.**

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!**

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, Archive Spotlight, and October's Scary Doll Saturday 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 two fundraising events this quarter: Gingerbread or Not! and our champagne tasting. These were both December events and saw plenty of guests full of holiday spirit come through our doors. Gingerbread or Not! was a gingerbread house workshop geared towards children and families. This was intended to be a much smaller fundraiser, looking to break even on the costs of hosting the event more than raising money for Burwell. We sold 14 tickets and grossed \$280. Our champagne tasting event**

**The Burwell School Annual Fund campaign continued in full force in Q2, with letters sent out to our full list of donors.**

**Finally, we had a massively successful quarter with our gift shop and group tours. We grossed \$1,245.75, surpassing our Q1 gross profit of \$901.50. 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		
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)	\$	\$	\$	
<b>** PLEASE PROVIDE ADDITIONAL SHEETS (USING THE SAME FORMAT) IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET **</b>				

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:

Printed Name:

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature:

Date: 11/27/23

Printed Name: **Emma Vadney**