

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
Organization Name: Hillsborough Arts Council (HAC)		
Contract Contact Person and Title: <ul style="list-style-type: none"> ● Heather Tatreau, Interim Leader ● Chelsea Maier, Board Member ● Iva Beveridge, Program & Marketing Director (programs@hillsboroughartscouncil.org) 		
Contact Person Email: director@hillsboroughartscouncil.org	Contact Person Phone: 919-643-2500	
Organization Street Address: 102 N Churton Street		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 395,000		
Contract General Information		
Contract Quarter for Report: 2nd Quarter (Oct-Dec)	Amount of Contract Funding: \$7,125/Qtr	

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

- Gallery & Gift Shop: Open 6 days/week
- Last Fridays & the Art Walk: October 27 (Halloween in Hillsborough/Dia de los Muertos, November 24 (Black Friday/Shop Small Weekend)
- Solstice Lantern Walk (See separate special projects grant report for details.)

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 with all art forms. This fiscal year we continue to focus on fostering strong relationships across cultural organizations, businesses, neighborhoods, and schools in Hillsborough and Orange County. This quarter saw increased impact on local artists and businesses through strategic Last Friday & the Art Walk themes.

The 2023 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 as recurring events into their monthly social calendar. This also ensures tourism boosts during the Last Friday of each month and drives spending at restaurants, local businesses, bars, and art galleries. Our special seasonally themed months have proven successful with October's Halloween/Dia de los Muertos, November's Shop Small Weekend, and December's Solstice Lantern Walk preparations.

This quarter, October's LFAW drew visitors with the consistent elements of the Art Walk, Living Arts Collective in River Park, the Roaming Poets series, and continued Makers Markets. As the LFAW scaled back in November and December for the colder months, additional seasonally anticipated event programming kicked in. The Gallery and Gift shop emphasized shopping local for the holidays and sold lantern-making kits for the yearly Solstice Lantern Walk. The details of these events that positively impacted tourism across Hillsborough are outlined below by month.

- **October:** LFAW's theme celebrated Dia de los Muertos as well as Halloween in Hillsborough, bringing in a broader audience of visitors through cross-cultural collaborations with Monica Meyer, Danza Guerreros Quetzalcóatl, 1,2,3 Puppetry, and CRISA in addition to trick-or-treating with downtown merchants, pumpkin carving and glow walk with Colonial Inn, hayrides with Hillsborough Landscaping Co., the Living Arts Collective, Roaming Poets, and Art Walk openings.
- **November:** LFAW focused on the theme of Shop Small by creating branding and promotion around Shop Small Weekend that then extended into the whole month of December. Black Friday Last Friday, Shop Small Saturday, Artists Sunday, Cyber Monday, and Giving Tuesday were utilized to capitalize on the gift shopping season and resulted in increased sales at the Gallery & Gift shop.

- **December:** The Solstice Lantern Walk (supported by a special project grant) provided an opportunity to create more traffic at the Gallery & Gift shop leading up to the event. Lantern kits were available for sale at the shop, there was a make-and-take table set up, and two lantern making workshops were held. December's light LFAW also allowed staff to begin strategic planning for the 2024 Weekend of Art/Handmade Parade. Internal sessions were held to begin planning for workshops, partner collaborations, event overview, and marketing, with a goal to publicly announce the parade date and launch marketing in January 2024.

In addition to our special events this quarter, we continued operating the G&GS 6 days/week with extended hours every Friday and Saturday evening, staying open until 7pm or later to contribute to Hillsborough's nightlife and offer visitors a fun shopping experience and tourist resource while they are dining out. Volunteers are recruited and oriented through this venue and other local tourism-driving activities are cross-promoted through marketing materials provided on-site.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: ~2,500 *without Solstice Lantern Walk

Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: ~6,000 *without Solstice Lantern Walk

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: 4,490

October: 1159

November: 1515

December: 1816

Tourists/Geographical Data: 75% of visitors were recorded as visiting from outside Hillsborough (non-residents), with 57% 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 (hosted during the Makers Markets that occur May-October).

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.

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, Yonder: Southern Cocktails and Brew, Thomas Stevens Gallery, the Snow Approach Foundation, and Margaret Lane Gallery all hosted poets during LFAW in Q2.
- 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 2023 season - secured their participation in early Feb & shared loose themes for inspiration & awareness of what HAC will be doing to boost visitation; 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 for LFAW during Q2 (October-December) was \$3500. Using the Arts and Economic Prosperity Calculator, LFAW expenditures brought a total of \$15,283 in revenue for the state government and a total of \$10,583 in revenue for local government. 5 FTE positions were supported through our work, and a total of \$112,215 of household income was generated through our expenses. A total of \$257,110 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="\$3,500"/>	<input type="text" value="0"/>	<input type="text" value="\$2,288"/>	<input type="text" value="\$99"/>	<input type="text" value="\$178"/>
AUDIENCES:	<input type="text" value="\$253,610"/>	<input type="text" value="5"/>	<input type="text" value="\$109,927"/>	<input type="text" value="\$10,484"/>	<input type="text" value="\$15,105"/>
TOTAL:	<input type="text" value="\$257,110"/>	<input type="text" value="6"/>	<input type="text" value="\$112,215"/>	<input type="text" value="\$10,583"/>	<input type="text" value="\$15,283"/>

How many volunteers did the contract partner utilize this quarter: 35

How many volunteer hours were logged at the contract partner for this quarter: 319

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:

- October's Season Finale Makers Market and town-wide Halloween activities have always made it a popular event night, but leveraging relationships with artists and collaborators, as well as adding cross-cultural elements of Dia de los Muertos, broadened audiences and increased visitation. We estimate that 3,000 people attended. October's LFAW was the biggest of the season, more than doubling traffic at the Gallery & Gift shop as well as at our information tent and craft booth. The success of this cross-cultural collaboration gives us confidence to continue in this direction. As we plan for the Handmade Parade, we will look to other possible cross-cultural collaborations.
- The Internship Program continues to be a huge success. HAC's second Marketing Intern, Darcy Hall, has chosen to stay with us for a multi-session commitment, extending marketing impact and team bandwidth across programs.
- The Gallery & Gift Shop continues to show year-over-year sales increases. Total sales for 2023 were up 10% from 2022 and total visitation was up 12% this year. Leaning into the holiday shopping season with our November theme of Shop Small helped to make Hillsborough a shopping destination and provided record level income to local artists.
- The Gallery & Gift Shop also continued to show growth in December with the sale of 491 Solstice Lantern Kits.

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, the Solstice Lantern Walk, 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 are invested in working with the Town to explore event parking options that are beneficial to local residents/businesses while also facilitating growth in tourism.
- We have been in the process of hiring a new Executive Director (ED). Throughout this quarter, we have had interim part-time leaders helping to fill-in and support daily operations. This has put a strain on the organization, but staff and board members have been able to successfully maintain operations. A new ED is set to begin on February 1st and will provide an opportunity for growth in programming as we begin a new season.

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
- 2023 LFAW Season Rack Card with Art Walk Venues, Dates, QR code to info online & general activities to expect distributed at key tourist/visitor stops
- Print Ads in local media/partner outlets
- 2023 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 & social platforms as go-to resources for arts events in Hboro
- Monthly LFAW Banners at Welcome to Hillsborough & 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 (e.g. Dia de los Muertos components, Trick-or-Treating Venues, etc.)
- The G&GS & our monthly HAC info booth (when active, May-October) are hubs for other tourism materials & 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 2023 season

LFAW public-facing web-page for full monthly event details: www.LastFridays.org *Web page currently under construction for 2024.

[HAC Facebook Posts](#)
[HAC Instagram Posts](#)

Q2 Press Package

HAC Programs in the MEDIA:

Our Q2 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 Artist 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. We created a specific social media campaign around Giving Tuesday in November as well as an End of the Year email campaign in December to connect with past donors. Our HAC events and the Gallery & Gift Shop remain a major source 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.

In October, one of our board members hosted an appreciation event for our many donors, sponsors, and volunteers. This gave us an opportunity to thank those who continue to support HAC monetarily or through their in-kind time as volunteers. We also hosted a volunteer appreciation lunch specifically for the Gallery & Gift Shop volunteers in December. Recognitions such as these go a long way toward ensuring longevity of these important contributions.

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 (Interim Leader)

Signature: 

Date: January 29, 2024

Printed Name: Heather L. Tatreau

BOARD CHAIRPERSON	
Signature: 	Date: January 29, 2024
Printed Name: Joshua Collins	
CONTRACT CONTACT PERSON (if different than Executive Director)	
Signature:	Date:
Printed Name:	