

Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



Organization Information		
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 St		
City: Hillsborough	State: NC	ZIP Code: 27278
Organization's Annual Operating Budget: \$ 246,548		
Contract General Information		
Contract Quarter for Report: Q2 Oct-Dec 2023	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

- October: 662
- November: 400
- December: 179

Heritage Education

- Field Trips - 2 in November = 215 students

Events Hosted in Q2

- October: Preservation Walking Tour in partnership with Preservation NC - 40 people
- October: Historic Walking Tours - 13 tickets sold
- October: Evening at Riverrun - Outlandish tour in collaboration with Ayr Mount - 30 tickets sold
- October: Spirits Tours - 27th&28th sold 260 tickets
- November: Revolutionary War-Era Walking Tour
- November: Small Business Saturday & Holiday Parade marketing in collaboration with the Chamber

TOTAL SERVED Q1: 1,292

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 Q2

- Central High Documentary Showing hosted by OC Historical Museum

- In support of our Telling The Full Story initiatives, the Alliance utilized our marketing avenues to assist in promoting the documentary showing and panel discussion.
- Small Business Saturday
 - In partnership with the Chamber, the Alliance developed a digital marketing strategy that focused on spotlighting local business owners with short interviews.
- Hometown Holidays/Gingerbread Stroll
 - The Alliance continues to support the Hometown Holidays mission by creating a holiday “bucket list” handout that showcases the variety of winter-themed events for December. This year, the Alliance reached out to the organizers of the Gingerbread House Stroll to assist in the Stroll's setup and organization.
- Parade & Tree Lighting
 - Running alongside the SBS marketing campaign, the Alliance utilized free and paid channels to enhance better the promotion of the Holiday Parade and Tree Lighting.
- Garden Club town holiday decorating initiative
 - The Alliance welcomed the Garden Club to use the Dickson House grounds as their storage and staging area, along with helping to promote the holiday beautification efforts of their organization via the Visit Hillsborough social media channels.
- Gingerbread or Not at Burwell
 - As an affiliate partner of the Burwell School, The Alliance utilized marketing channels to help better promote their holiday event.
- Solstice Lantern Walk
 - The Alliance offered their manpower in helping to set up the 2023 Solistice Lantern Walk.

Contract Partner Tourism Impact

Please estimate the number of residents the contract partner served for this quarter: 452 (35%)	Please estimate the number of tourists the contract partner brought to Hillsborough this quarter: 843
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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):

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):

In collaboration with Shannan Campbell, the Alliance works to focus marketing efforts towards events big or small. However, there is emphasis placed on tourism initiatives that help to encourage overnight stays, such as Hog Day and Last Fridays. We also work alongside the TDA-supported marketing efforts to help either enhance or cross-promote messaging when necessary.

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

See more details in Q2 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

- WRAL Spotlight article - A Day in Hillsborough
- Staycation guide in Raleigh Magazine
- Print ad in the Raleigh Mag Traveler section
- General Ad in Pow Wow Booklet
- WUNC radio ads highlighting unique events

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: 15

How many volunteer hours were logged at the contract partner for this quarter: 250

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

- The Alliance finalized the town sign and two additional educational signs for the Replica Village. The signs are expected to be delivered in mid-February and installed in spring 2024.
- We ended our walking tour season on a high note, with all Outlanidish-themed events selling out and our historic walking tours beating our set average.
- Our marketing efforts in partnership with the Chamber for Small Business Saturday and the parade received an overwhelmingly positive response from shop owners and our social media audience. This project gave the Alliance an opportunity to bond with business owners in a unique way and helped to establish more meaningful conversations on the needs of the community.
- The Alliance also partnered with Preservation NC this quarter. We developed a walking tour that focused on the preservation highlight of our town, with guest presenters at each location. Tour-goers ended up at the Colonial Inn and were invited to stay for lunch. We hosted two tours of 20 people in exchange for free advertising at the conference.

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

- Our programs director submitted her resignation after five years with the Alliance. While her final day was not until January, it meant programming for the end of the year was slim, and major focus was set on finding a replacement.
- Due to conflicts in previous years and partially because of the departure of the program person, the Alliance chose not to hold Pictures with Santa. Rather, we placed our efforts in supporting the many other programs happening in December. We received a lot of feedback on this decision and plan to rehost Santa in 2024.

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 Q2 included

- Radio
 - WHUP seasonal ad (purchased by TDA, managed by AHH)
 - WUNC Winter events promotion
 - WUNC Sunday Show promotion
- Print
 - Raleigh Mag Traveler Guide - Free ad
 - Durham Mag - Relocation guide (purchased by TDA, managed by AHH)
 - Powwow Ad booklet
 - Chapel Hill Mag - Relcation Guide
 - Raleigh Mag Staycation guide
- Digital
 - WRAL spotlight article
- Social
 - Spirits Tours boost
 - Last Fridays/Art Walk boost

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 both on our website and during all free programming. Since much of our programming is collaborative, we do hope folks keep in mind that a certain percentage of proceeds are donated to our partners so we all can continue to work together, delivering quality content and curated experiences.

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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

Signature: _____ Date: 2.6.2024
 Printed Name: Amanda Boyd

BOARD CHAIRPERSON

Signature: _____ Date: _____
 Printed Name: _____

CONTRACT CONTACT PERSON (if different than Executive Director)

Signature: _____ Date: _____
 Printed Name: _____