

# Hillsborough Tourism Board FY2024 Contract Quarterly Report & Evaluation



<b>Organization Information</b>		
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		
<b>Contract General Information</b>		
Contract Quarter for Report: 2 <sup>nd</sup> 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 Orange County Historical Museum was very busy during Q2, hosting a variety of programs and events. Some of these programs and events were held in town, either at the Museum or at other venues, while others were held outside of town for other organizations in an effort to share the Museum with a new audience who will hopefully visit the Museum in the future.

- October 11<sup>th</sup> – Courtney presented “Everything You Should Have Learned in High School about the Declaration of Independence” at the Passmore Center in Hillsborough. This program was attended by 18 individuals.
- October 14<sup>th</sup> – Screening of “The Closing of a School: The History and Legacy of Central High School” in collaboration with the Chapel Hill Historical Society at the Passmore Center in Chapel Hill. This program was attended by 35 individuals.
- November 4<sup>th</sup> – Courtney presented “Besides the Burwells: The Other Owners of Hillsborough’s Lots 152 and 153” in collaboration with the Burwell School at the Hillsborough Presbyterian Church in Hillsborough. This program was attended by 24 individuals.
- November 12<sup>th</sup> – Doctor Eryk’s Medicine Show historical cocktail tasting event with Yonder Southern Cocktails and Brew. This event was attended by 40 individuals.
- December 2<sup>nd</sup> – Participated in the Light Up the Night Hillsborough Holiday Parade.
- December 4<sup>th</sup> – All Must March: Cole Anderson’s Collection of Napoleonic Soldiers exhibit opening. This program was attended by 35 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.

- October 2<sup>nd</sup> – Roots School
- October 13<sup>th</sup> – Efland Cheeks Elementary School
- November 9<sup>th</sup> – A.L. Standback Middle School
- November 17<sup>th</sup> – Roots School
- December 15<sup>th</sup> – Roots School

**Contract Partner Tourism Impact**

**Please estimate the number of residents the contract partner served for this quarter:** 242 Orange County Residents (including 164 from Hillsborough)

**Please estimate the number of tourists the contract partner brought to Hillsborough this quarter:** 427 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):**

- Partnering with Yonder: Southern Cocktails and Brew for another historic cocktail tasting event
- 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): \$ 38387

**STEP 3: TOTAL ATTENDANCE (OPTIONAL)**  
 TOTAL ATTENDANCE to your organization's arts events (again, do not use commas): 1130

CALCULATE Reset

**TOTAL ECONOMIC IMPACT OF:**

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$38,387	1.2	\$28,110	\$1,358	\$1,644
Nonprofit Arts and Culture Audiences:	\$25,391	0.6	\$12,727	\$1,264	\$1,228
Total Industry Impact: (The Sum of Organizations and Audiences)	\$63,778	1.9	\$40,837	\$2,622	\$2,872

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: 98

## 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:**

Another success the Museum saw in Q2 was another successful screening of “The Closing of a School” a documentary about Central High School and the integration of that school. The screening was held on September 10<sup>th</sup> at the Seymour Center in Chapel Hill, and saw 35 attendees. The Museum provided support during the creation of the documentary, so it was wonderful to see such a positive reaction from the audience. Additionally, the screening provided an opportunity for attendees to discuss their experiences with integration and racial prejudice in the schools at the time, particularly with Lincoln High School in Chapel Hill as several alumni were in attendance. This screening and discussion helps further the Museum’s goal to help tell the story of all of Orange County’s history.

Another continued success the Museum is seeing is the increase in the number of visitors to the Museum, attendees at programs, and students on field trips. Below is a chart that shows the increase in engagement numbers from 2022 to 2023

	2022		2023	
On-Site Visitors	Q1 - 489	Q2 - 734	Q1 - 750	Q2 - 706
Programs/Events	Q1 - 89	Q2 - 184	Q1 - 447	Q2 - 152
Field Trips	Q1 - 151	Q2 - 7	Q1 - 114	Q2 - 272
Total Engagement	Q1 - 729	Q2 - 726	Q1 - 1,311	Q2 - 1,130

We attribute this increase to not only our increased hours open to the public, but also to the high quality exhibits and programming that staff are producing. People are truly beginning to realize the value of the Museum. We are always aiming for higher numbers, and will continue to produce high quality exhibits and engaging programming, which would not be possible without the generous support of the Tourism Board.

The final success we would like to highlight is the refresh of our Treasure Hunters exhibit with a display of the collection of Cole Anderson who collects Napoleonic War figurines. It has been incredible to see how visitors near and far have connected with this exhibit and how it has introduced so many new people to the Museum. The popularity of this exhibit is what allowed us to extend it with refreshes, introducing new collections for people to view.

**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 new 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 push for Q2 was information distributed through our newsletter and social media about Giving Tuesday, encouraging people to consider donating to the Museum, and information about end-of-year giving. Additionally, our historic cocktail tasting event this quarter was a ticketed event and considered a fundraising event as proceeds went to the Museum. 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. 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.	\$	\$	\$	
<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 N/A**

Signature:

Date:

Printed Name:

**BOARD CHAIRPERSON**

Signature: 

Date: 2/23/24

Printed Name: Tonya Brami

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

Signature: 

Date: 2/23/24

Printed Name: Catie Atkinson



**December 14**



**Join us at the Orange County Historical Museum for an Opening Night Reception**

Meet collector Cole Anderson and enjoy some refreshments.

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



**Historically Accurate!**

The Museum's treasure hunting journey continues with new displays from **Cole Anderson's** collection of over 3,000 model soldiers.

Cole has been collecting model soldiers since age 7 and has spent countless hours educating himself on all of the particulars about the fighting during Napoleon's reign. He learned the types of thatch and brick used in different locations in 1809, the fabric that was available in Poland for soldiers to repair and replace damaged trousers, and the materials used to make gravestones in Austria (cast iron crosses not wood or stone like in France). He even read about how different plant dyes react to weather to more accurately depict the way that uniforms appeared in the midst of a campaign!

**Programs**

**October 14**

**1:30PM**



A Public Screening of the Documentary

**The Closing of a School: THE HISTORY AND LEGACY OF CENTRAL HIGH**

**October 14, 2023  
1:30 PM**

At the Seymour Center, Chapel Hill



Presented in collaboration with:



Join us for a **free** screening of

**The Closing of a School: The History & Legacy of Central High**

This powerful film explores the history of Central High School and its importance to the Orange County community. The first section depicts the challenges faced by administrators in establishing the school, along with the community support that resulted in a creating a dynamic and successful educational experience for its students. The second part presents the trials and tribulations of desegregation -- the resistance to desegregation, as well as the bravery and determination of the students facing the backlash. The third section discusses how to properly acknowledge the school's legacy.

The expected running time for the screening is two hours. It will be followed by a short period for the audience to talk to each other and reflect upon what they have seen.

Dr. Iris T. Chapman wrote and directed the documentary. Filmmakers were Teri Burnette and Aniya Bourne.

At the **Seymour Center**

2551 Homestead Rd, Chapel Hill

The screening is a collaborative presentation by the Central High Documentary Committee, Orange County Historical Museum, Spirit Freedom, the Chapel Hill Historical Society, and the Orange County Department on Aging.

**October 11**

**2PM**

*Everything You Should Have Learned in High School About*

**The Declaration of Independence**



*An entertaining look at the theory and context behind this important document.*

Another chance for you to learn about the history and philosophy behind this important document and to hear the Declaration of Independence translated into modern language.

**Free Program at the Passmore Center**

103 Meadowlands Dr, Hillsborough

**Save the Date**

**November 11**

## From the Vault

### Video: Childhood Memories of Bellevue Mill w/Janie Morris



#### Do you know where Monkey Bottom is?

Find out and learn much more about life in West Hillsborough.

In this nostalgic video, Janie Carr Morris shares stories about growing up in Bellevue Mill Village in the 1950s.

[Watch Now](#)

## Volunteer Spot

### Mary Morrison



Guest Services Specialist **Mary Morrison** has been greeting visitors to the Museum and talking with them about our exhibits for two years now. This past June, we expanded her repertoire, persuading her to portray a ghost in our tour of the Old Town Cemetery. She was amazing!

Retired from Elon University, where she served as the Assistant Dean and Director of the Kernodle Center for Civic Life, Mary also volunteers with the Hillsborough Arts Council. An avid reader, Mary is devoted to her family and a proud grandmother who will gladly show you pictures of her three grandchildren. You may also see her around Hillsborough with her husband Rob Morrison who plays old-time music in Mayo Park on Saturday mornings.

## Exhibits

### Coming Soon

#### More Collectors!

Our amazing journey with our current special exhibit *Treasure Hunters* has yielded more discoveries. In order to display two new exciting collections that we have found, we will be extending the closing date of the exhibit until mid-February. Opening in December will be highlights from **Cole Anderson's** collection of over 3,000 Napoleonic toy soldiers.



Then in late January, we will feature **Gerald Shanklin's** mask collection.

#### Stay tuned for more information



## Programs

November 4

3:00PM



Ever wonder who else lived in the Burwell House and how the house changed over the years?

Courtney Smith, the Museum's Exhibits and Programs Coordinator, will talk about the other people who owned the Burwell House during its 200-year history. Her presentation will include:

- The bad behavior which led to owner William Adams' 1825 suspension from the Presbyterian Church
- A scandalous incident in 1829 between attorney Nathaniel Palmer and silversmith Lemuel Lynch (did Palmer move the house across the street?)
- What the house originally looked like and how it changed in 1848 and 1881
- Why Charles Parks (owner from 1874-1895) had three wives...

This free program will be held at

The Hillsborough Presbyterian Church

102 W Tryon Street

Presented in collaboration with the Burwell School Historic Site



On this Giving Tuesday, considering donating to the Orange County Historical Museum to support our mission to enlighten and engage our community and visitors by preserving and interpreting the history of Hillsborough and Orange County. Small museums like us depend on the support of friends like you. Visit the link below to donate.

[Donate](#)

### Orange County Historical Museum

201 N. Churton St., Hillsborough, NC 27278

919-732-2201

[www.orangehistorync.org](http://www.orangehistorync.org)

**November 11**

**5PM**

### Need a Pick-Me-Up?

**We've got the cure. for what ails you**

The staff at Yonder: Southern Cocktails and Brew will serve up some special tonics and **Eryk Pruitt** will explain the medicinal uses of these drinks and more.

And, while you enjoy the healing properties of these libations, you will be serenaded by the sweet sounds of **Katharine Whalen and her Jug Band**.

I'm feeling better already just thinking about it.

Don't miss out. Tickets will go fast!

At Yonder, Southern Cocktails and Brew

114 W. King St., Hillsborough

[Buy Tickets](#)



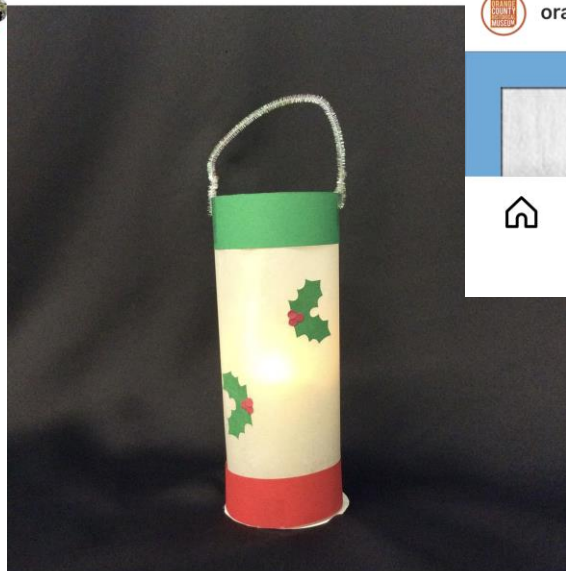
Liked by hillsboroughnc and 2 others

orangehistorync On this #givingtuesday, considering donating to the Orange County Historical Museum to support our mission to enlighten and engage our community and visitors by preserving and interpreting the history of Hillsborough and Orange County. Small museums like use depend on the support of friends like you. Visit the link in our bio to donate.

November 28, 2023

6:04

orangehistorync



3 likes

orangehistorync Make a lantern! This Saturday, December 9 at 11:00AM. Stop in the Orange County Historical Museum for this fun, free craft program. For ages 3+. Suitable for carrying at the annual Solstice Lantern Walk.

December 5, 2023

orangehistorync

5:57



orangehistorync orangehistorync · Original audio



Liked by musick.ac and 7 others

orangehistorync Happy Holidays from the Orange County Historical Museum!

Don't be a Grinch this holiday season; consider donating to the Orange County Historical Museum! We rely on the generous donations from friends like you to continue producing high quality exhibits and programs. Visit <https://www.orangehistorync.org/donate> to donate.

December 21, 2023

orangehistorync



Mobile navigation icons: home, search, add, video, profile.

