



HILLSBOROUGH ARTS COUNCIL
ANNUAL REPORT
2018-2019



For thirty-two years, The Hillsborough Arts Council (HAC) has been developing and providing arts events, programs, and educational opportunities for Hillsborough and surrounding communities. HAC is committed to providing access to the arts for educational enrichment, community development, and economic prosperity.

MISSION

The mission of the Hillsborough Arts Council (HAC), a volunteer-driven organization, is to enrich the community through the arts. HAC achieves this by:

- Fostering appreciation of the arts.
- Engaging diverse audiences in events and programs.
- Connecting artists, organizations, and audiences.

VISION

To create a Hillsborough experience where the arts are fully integrated into the lives of its residents by:

- Becoming a voice and advocate for the creative community in Hillsborough.
- Creating enriching, diverse, and accessible arts programming for all ages and across all disciplines.
- Providing a state-of-the-art facility for the performing and visual arts in Hillsborough.

VALUES

The Hillsborough Arts Council's core beliefs and priorities include:

- Embracing diversity and inclusion in all programs and events created.
- Providing support for the creative community in Hillsborough and surrounding communities.
- A commitment to providing leadership that assures an efficient, consistent system of delivering our programming.

Dear friends,

We are honored and delighted to serve as Board Co-chairs of the Hillsborough Arts Council (HAC) during this year of growth and change. We were very fortunate to step into the shoes of former board chair, Neil Stutzer, who led our Arts Council so ably and with unwavering dedication for many years. Thank you, Neil!

Our very first, full-time Executive Director, Torey Mishoe, joined us this year. Torey holds a BA degree in Art Management, an MA in Museum Studies and an MA in Art History. Her creativity and extensive work experience in the arts is moving HAC forward in many significant ways.

This year, a major project was the development of a strategic plan. Members of the board met diligently for six months. We studied what was working well, our opportunities for improvements, and established short-term and long-term goals with assigned ownership, deadlines and accountability measures. You will find a summary of our strategic plan later in this report.

For more than thirty years, HAC has provided arts programming, events and educational opportunities to our Hillsborough community. We are proud to offer the majority of our programs for free – including the Handmade Parade, Last Fridays Concerts, Last Fridays Art Walk, Art in the Heart of Hillsborough, and Solstice Lantern Walk. Most notable, so are the River Park Concert Series which attracts Grammy Award nominated musicians and more than 6,000 people each year (and a few dogs) to River Park for a full day of music and family fun. It is really true when we say “Happiness is Free in 27278!” Our Parlor Concert Series is one of our few ticketed events. Held around Hillsborough in the homes of generous friends who open their doors to a Sunday afternoon of music and refreshments, this popular series is a sell out every year.

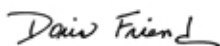
This year, HAC joined with the Orange County Arts Commission (OCAC) and the town of Hillsborough in the Calvin Street Tree project. The wood salvaged from this beloved Hillsborough Treasure tree will soon become a new piece of public art. We jointly hosted, with OCAC and C3 Hillsborough, the Third Annual Paint It Orange Plein Air Paint-Out and Wet Paint Sale, which featured a record number of artists. We also worked together to identify and develop four artists' studio spaces in downtown Hillsborough. Our partnership continues with exploration of turning the Eno River Mill into a multi-use center for the arts. We believe this effort will advance a significant arts partnership and will serve to fulfil many of our goals in the coming years. Other valuable partnerships continue to take shape with the Alliance for Historic Hillsborough, Orange County Schools, local arts organizations, and business.

HAC is located at 102 North Churton Street, which houses our very successful Gallery and Gift Shop. We offer a wide variety of affordable items hand made by local artists. This shop not only helps to financially support HAC, 70% of sales go directly to the artist. The Gallery and Gift Shop is completely run and staffed by volunteers.

As our bumper stickers say: “HAC is Volunteer Driven.” All of the wonderful things we’ve mentioned above are made possible by our loyal and dedicated volunteers. The number of volunteer hours logged each month is nothing short of amazing. Thanks to their generosity of time and spirit we are able to fulfill our mission to make Hillsborough a creative and cultural destination where arts and community exist in harmony and enrich the lives of all residents. We always welcome new volunteers. The diversity of our volunteers, our programs, and our events is an important part of our mission. We make every effort to encourage community participation irrespective of age, gender, race, sexual orientation, ethnic background and nationality.

Lastly, we want to express our deep and sincere appreciation for the support of our town leaders, artists, retailers, art galleries, organizations, grantors and donors. This cohesiveness is the magic ingredient that makes Hillsborough a truly special place to live, work, play, and visit. We are truly thankful.

On behalf of the HAC Board of Directors,



Doris Friend
Board Co-chair



David Hays
Board Co-chair

STAFF

Torey Mishoe, Executive Director
Gail Greene, Bookkeeper

BOARD OF DIRECTORS

Gail Cooley
Diane Edwards
Doris Friend, Co-Chair
David Hays, Co-Chair
Russell Knop
Anna Linvill

Chris Meazell
Luba Sawczyn, Secretary
Neil Stutzer
Cathleen Turner
Bill Whitmore, Vice-Chair
Merle Williams, Treasurer





STRATEGIC PLANNING

The HAC Executive Committee spent nearly two years preparing a comprehensive three-year strategic plan. This was presented and approved by the Board of Directors in June 2019 and implemented immediately.

Operational Goals for 2020-2022:

- By 2022, 50% of the HAC budget is not dependent on governmental contributions and grants.
- Ongoing identification of major endowment sources.
- The addition of one major contributing program or event.
- Artists' forums will be held to better understand the needs of Hillsborough artists.
- Hire a part-time volunteer and program coordinator.
- All programs will be self-sustaining in terms of leadership, volunteers, and finances.
- Investment in technology improvements for HAC operated spaces.
- Develop an operating manual identifying all HAC procedures.
- Have a recognized HAC space in addition to the Gallery and Gift Shop.
- Establish year round marketing and fundraising goals and programs.

Capital Goals for 2020-2022:

- Formation and implementation of an exploratory committee to consider HAC growth and future investment in a Hillsborough performing arts center.
- Define a capital campaign for a Hillsborough performing arts center.
- Annual sustained \$20,000 positive cash flow for investment in future capital projects.

A 10-Year Vision:

- \$100,000 in funds raised and invested for sustained growth, planning, and capital projects.
- HAC owns a space for daily operations and programming functions and a Hillsborough performing arts center is open and operational.
- An additional HAC 501(c)3 is established to manage investments and real estate opportunities for future growth.

2018-2019 IN NUMBERS

SUMMARY

32,013
Visitors and
event attendees

2,097
Artists served

5,625
Hours given
by volunteers

*We had successful
attendance across
many programs...*

Gallery & Gift Shop
8,400
visitors

River Park Concert
5,500
attendees recorded

Solstice Lantern Walk
4,000
registered walkers

Gallery & Gift Shop Visitors *26% of 8,400 were polled*

ALL VISITORS



76% North Carolina
22% USA, 41 states
2% World, 11 countries

NC VISITORS



34% Hillsborough
14% OTHER Orange County
30% OTHER Triangle
22% OTHER North Carolina

VOLUNTEER DRIVEN

829 VOLUNTEER opportunities

5,625 VOLUNTEER hours
generously dedicated to HAC

Across **13** EVENTS & PROGRAMS

BREAKING OUR OWN RECORDS

Registration for vendor booths, artists opportunities, ticket sales all sold out this year.

4 Parlor Concerts featuring local and regional bands, playing to full houses, resulting in **\$4,250** in total ticket sales.

6 months of sold out vendor booths at **Last Fridays Concerts** with **94** unique vendors represented throughout the season.

91 artist applications for 45 **Art in the Heart of Hillsborough** Artist Booths.

FINANCIAL OVERVIEW

Strong financial policies, oversight and controls were implemented in FY 2018-19. Procedural documents were updated and will be maintained to ensure proper bookkeeping and ongoing financial management.

REVENUE \$190,257



- Contributions
- Sale of Goods
- Vendor Fees
- Event Ticket Sales
- Program Service Fees

EXPENSES \$156,672



- Payroll
- Contracted Services
- Supplies
- Occupancy
- Operating Expenses
- Other

CONTRIBUTIONS \$140,921



- Government Grants
- Individual Contributions
- Sponsorships
- Corporate Grants & Donations
- Foundation Grants



ECONOMIC IMPACT

Nonprofit arts and cultural event attendees spend an average of **\$14** per person for event-related expenses, excluding the cost of admission.

$$32,013 \times \$14 =$$

Participants & Attendees Average Spending

\$448,182

Economic Impact of HAC in FY 18-19

Data from the Arts & Economic Prosperity 5 study on the economic impact of nonprofit arts and cultural organizations and their audiences in the Town of Hillsborough, NC.

ONLINE ENGAGEMENT

FOLLOWERS

Facebook 2,957
Instagram 1,654
Twitter 361

SUBSCRIBERS

E-Newsletter 4,324

PAGEVIEWS

Website 65,154



ANNUAL PROGRAM CALENDAR

Last Fridays: Art Walk *(January – November)*

Art Walk featuring local galleries and artist studios in historic downtown Hillsborough on the last Friday of every month.

Parlor Concerts *(January – April)*

Classical, jazz, and folk set in notable homes and intriguing locations in Hillsborough.

Last Fridays: Concert Series *(April – September)*

Music, crafts, performers, film, and visual art on the Last Friday of every month on the lawn of the Old Courthouse in the center of downtown Hillsborough.



Art in the Heart of Hillsborough Art Fair *(April)*

A juried show and sale of local arts and crafts in the spring of each year.

Free Spirit Freedom Gospel Festival *(May)*

A showcase of local vocalists and musicians that encompass African-American musical traditions.



Paint it Orange: Plein Air Paint Out *(September)*

Artists paint outside, on site all over Orange County for the annual plein air competition and Wet Paint art sale.

Classic Film Society *(September - May)*

Monthly film screenings accompanied by a lecture from a scholar on the film or a related topic.

River Park Concert *(October)*

A one-day music festival featuring local and regional musicians, food, drinks, and other vendors.

Handmade Parade *(October, even years only)*

A parade featuring larger than life handmade puppets, costumed marchers, and a variety of performers.



Solstice Lantern Walk *(December)*

A community celebration of the winter solstice and lantern processional along River Walk.

ONGOING PROGRAMS

HAC Gallery and Gift Shop

A mix of local artisan goods, crafts, and fine art available for sale in downtown Hillsborough.

ArtCycle

The collection of art supplies donated by community members for redistribution to schools and community organizations.

Public Art

A program committed to bringing new public art projects to Hillsborough and fostering an appreciation for art in public spaces.



YOUR VOICES WERE HEARD

During the summer of 2019 a survey was sent to our creative community to help us evaluate current programming and to gain feedback and insight on opportunities for improvement and change in our organization.

Based on survey results, over the next year, all programs will be charged with developing an educational or outreach component that will bring together the arts and the community in new and exciting ways. This will also help us connect our local artists with strategic partners and potential funding sources. This program addition will also create access to the arts for the underserved areas of our community and allow HAC to expand the reach of our programs beyond those with access to downtown Hillsborough.

In addition, we are working to continue to allocate our resources to create paid opportunities for artists within the constraints of our existing programs.

ART FOR THE COMMUNITY

When the Calvin Street Tree fell in 2018, HAC, along with the Orange County Arts Commission and Town of Hillsborough, took the opportunity to save the remains from becoming mulch. We began a long but fulfilling journey of turning it into a piece of public art that the community would enjoy for many more years to come. Following an open call and intense jurying, artist Jonathan Brilliant was hired to create the River Park Arch, a gateway into the park and marker to highlight our history and the arts in downtown.

Along the way, ideas for additional public artworks were raised, including downtown Hillsborough's first mural by resident Max Dowdle featuring musician Billy Strayhorn. This project prompted new interest in public spaces and how we can bring the arts to our residents in new ways. HAC continues to develop a formal public art plan and program to guide Hillsborough through the process of creating a more artsy downtown for our community.

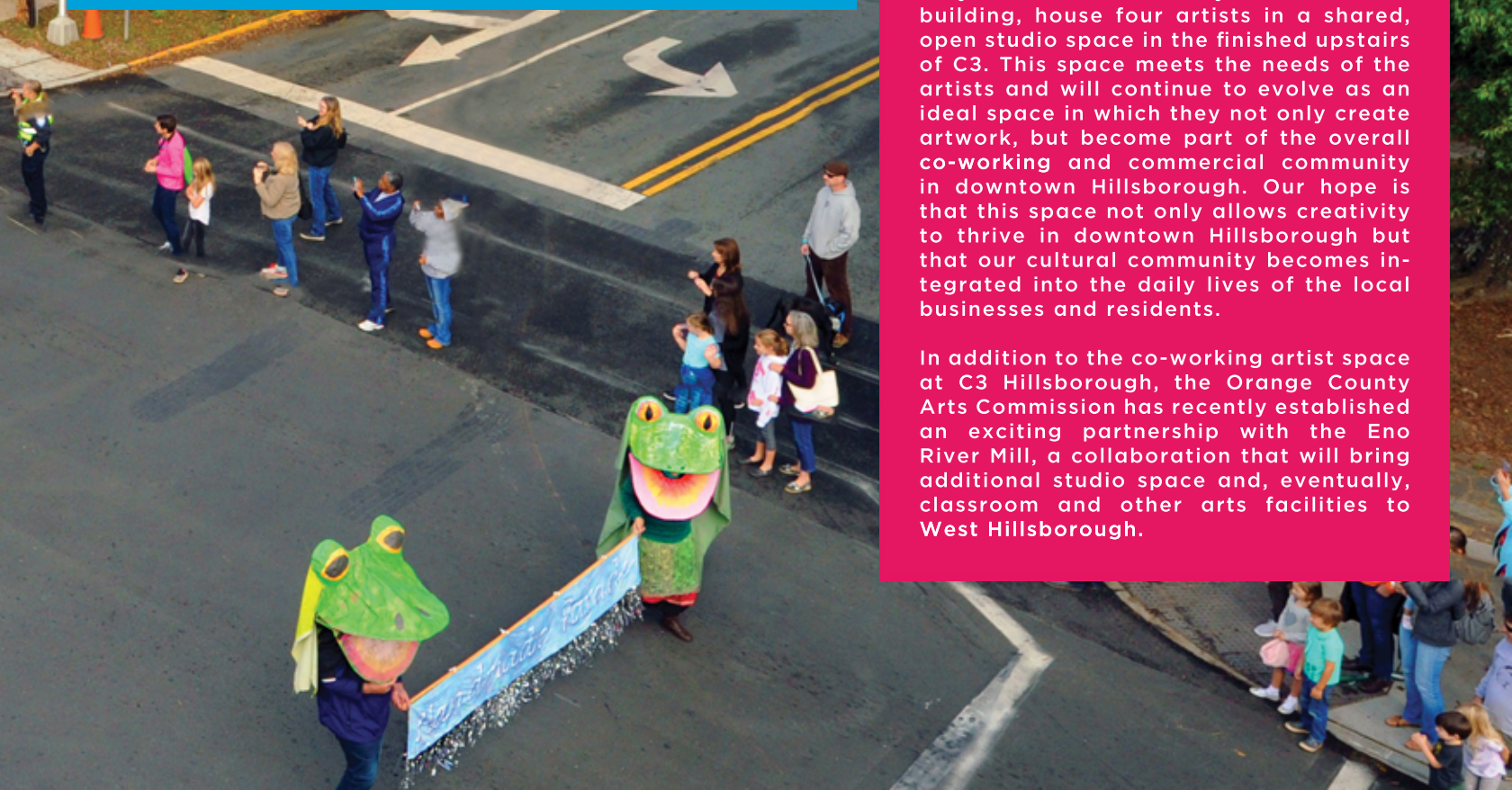
A HOME FOR THE ARTS

The Hillsborough Arts Council Gallery and Gift Shop is a unique, well-established, and beloved shop located right in the heart of downtown Hillsborough. It is also the home of HAC's offices and continues to be one of our most successful ongoing programs year after year. The Gallery and Gift Shop sales and customer traffic have increased every month in the last fiscal year and continued growth is anticipated during the upcoming year. The gift shop represents over 50 local artists who create a wide variety of handmade goods, crafts, and fine art. The gallery space showcases one or two artists each month as a featured exhibition. The Gallery and Gift Shop are entirely staffed by a team of dedicated volunteers. This year, the Gallery and Gift Shop saw some big changes with the first major remodel since moving into the space in order to better serve the needs of the artwork and artists. This renovation provides the gallery with its own physical space within the shop. This allows featured artists to have greater visibility and for HAC to showcase them and the important role they play in our creative community.

A SPACE FOR ARTISTS

Major strides were made this year in establishing an arts infrastructure for Hillsborough and Orange County. HAC, with support from the Orange County Arts Commission, established an artist studio co-working space in conjunction with C3 Hillsborough. The Duchamp Studios, as they have been titled by owners of the building, house four artists in a shared, open studio space in the finished upstairs of C3. This space meets the needs of the artists and will continue to evolve as an ideal space in which they not only create artwork, but become part of the overall co-working and commercial community in downtown Hillsborough. Our hope is that this space not only allows creativity to thrive in downtown Hillsborough but that our cultural community becomes integrated into the daily lives of the local businesses and residents.

In addition to the co-working artist space at C3 Hillsborough, the Orange County Arts Commission has recently established an exciting partnership with the Eno River Mill, a collaboration that will bring additional studio space and, eventually, classroom and other arts facilities to West Hillsborough.





102 North Churton Street
Hillsborough, NC 27278
919-643-2500

info@hillsboroughartscouncil.org

GIVE

Your donation to HAC ensures our continued success in providing your favorite programs and in fostering a thriving, creative community in Hillsborough. Thank you for supporting the arts in Hillsborough. [Hillsboroughartscouncil.org/donate](https://hillsboroughartscouncil.org/donate)

LEARN

Our monthly newsletter includes our HAC events as well as a selection of arts and cultural events happening around town. Get some behind the scenes insights from our Executive Director, learn about featured programs and more. [Hillsboroughartscouncil.org/newsletter](https://hillsboroughartscouncil.org/newsletter)

JOIN

Interested in becoming part of the Hillsborough Arts Council family? Become a volunteer today with any of our 13 programs and join us in keeping Hillsborough a unique and creative town!

[Hillsboroughartscouncil.org/volunteer](https://hillsboroughartscouncil.org/volunteer)

CONNECT

hillsboroughartscouncil.org

 [HillsboroughArtsCouncil](https://www.facebook.com/HillsboroughArtsCouncil)

 [@hillsborougharts](https://www.instagram.com/hillsborougharts)

 [@HboroArts](https://twitter.com/HboroArts)

The arts, woven into history, lifestyle, and surrounding landscape, define what makes Hillsborough a distinctive place to live or visit in the 21st century. What makes our town special doesn't happen by accident. Thank you, Hillsborough Arts Council, for your ongoing and significant role in promoting the arts for the benefit of the Hillsborough community!

- Tom Stevens, Mayor (2005-2019)

