



HILLSBOROUGH ARTS COUNCIL

ANNUAL REPORT

2019-2020



For thirty-three 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 its programs and events.
- Providing support for the creative community in Hillsborough and surrounding communities.
- Providing leadership that assures an efficient, consistent system of delivering our programming.

Dear Friends of the Arts,

The past 18 months have been a huge challenge for our organization and our community, but our all-star volunteers and program committees rose to meet the challenge. Throughout 2020, we found new ways to gather; Parlor Concerts moved outside into local gardens, Last Fridays and River Park Concerts went virtual, and new programs like the Mobile Community Stage and the Writer's Series allowed us to celebrate the poetry, music, and writing of Hillsborough students, friends, and neighbors safely. Thanks to your commitment to shopping locally and the talented volunteer leadership team - Joanne Ivey, Marion Jackson, and Betsy Knop, the Gallery and Gift shop adapted with revised operations and delivered over \$30,000 in income to local artists in 2020. Finally, on Solstice weekend, you as a community came together and showed everyone what Hillsborough is all about. Even though we could not gather for HAC's annual Lantern Walk, your gorgeous displays of luminaries and lanterns brought light and hope to neighbors, friends, and visitors alike on the darkest day of the year.

While we were able to adapt many of our programs to meet extreme challenges, the Hillsborough Arts Council was not immune to the stress of operating during the pandemic. We navigated changes in leadership at both the board and staff levels, as well as a shift in funding for crucial operating needs. While these setbacks were less than ideal, they have ultimately given us a chance to take a hard look at our operating model to find opportunities for growth.

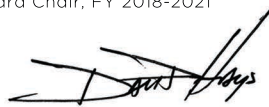
Over the past eight months, we have been hard at work restructuring the organization while making sure we have talented and dedicated people managing our operations. In February, Mollie Thomas stepped into the first-ever staff role of Gallery and Gift Shop Manager, helping us reestablish consistent hours and physical presence in the community, while Ivana Beveridge, our savvy P.R. and marketing contractor, began working hard to improve our website and social media engagement. As a result of Mollie and Ivana's collaborations with one another, the board, and our growing team of dedicated volunteers, we saw exponential growth in both revenue and visitation at the Gallery & Gift Shop, as well as digital foot traffic to HAC web and social media pages. We are confident that by separating these crucial functions from the job of overseeing programs, fundraising, and administration, our new Executive Director will have the bandwidth needed to achieve our long term goals as an organization. With great excitement we recently announced the promotion of Mollie Thomas to Executive Director and Ivana Beveridge to Marketing Director & Acting Program Coordinator. We are recruiting a new Gallery & Gift Shop Manager and envision additional staff in the years ahead.

The launch of the Hillsborough Art's Council's Sustainer program is a major long term development goal that, after several years of discussion and planning, we are proud to say, is now becoming a reality. Sustained support from community members and art lovers like you will provide a secure foundation and financial stability that will ensure the programs you love return year after year, with increasing quality and impact. Collectively, you gave over \$25,000 to the Hillsborough Arts Council last year. Without your generous support, HAC would not have survived the financial hardships of 2020. Thank you!

As a result of careful stewardship of donations, sponsorships, and grants by our treasurer, we are in a better position financially than we were last year, in spite of everything. Not only that, but we have some exciting new initiatives under development: a Youth Poet Laureate Program set to launch in late 2021, more accessible and diverse community collaborations, additional activities during the Lantern Walk, and a reinvigorated Handmade Parade in Spring 2022. You, our donors and sustainers, are a huge reason why this growth and development is even possible. Together, we are building culture and strengthening the bonds of community through the arts.

We look forward to sharing more about our plans in the year ahead and hope you'll stay engaged with the tremendous opportunities on the horizon for the mission of the Hillsborough Arts Council.

Sincerely,
David Hays, 09/10/2021
Board Chair, FY 2018-2021



FY 2019-2020

STAFF

Torey Mishoe, Executive Director
Gail Greene, Bookkeeper

BOARD OF DIRECTORS

Doris Friend, Co-Chair
David Hays, Co-Chair
Bill Whitmore, Vice-Chair
Luba Sawczyn, Secretary
Merle Williams, Treasurer

Russell Knop
Anna Linvill
Gail Cooley
Diane Edwards
Chris Meazell
Neil Stutzer
Cathleen Turner
Josh Collins



STRATEGIC PLANNING

The following is the Strategic Plan that was established prior to the COVID-19 pandemic. HAC is committed to adapting our strategic planning in light of the challenges and opportunities this fiscal year onward.

Operational Goals for 2020-2022:

- By 2022, 50% of the HAC Budget is not dependent on government contributions and grants
- Ongoing identification of major endowment sources
- The addition of one more contributing program or event
- Artist's forums will be held to better understand the needs of the Hillsborough artists
- Hire a part-time coordinator of volunteers and programs
- 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

2019-2020 IN NUMBERS

SUMMARY

22,055
Visitors and
event attendees

143+
Artists served

728
Hours given
by volunteers

Gallery & Gift Shop
8,032
visitors

River Park Concert
8,000
attendees recorded

Mobile Community Stage
3 events

VOLUNTEER DRIVEN

728 VOLUNTEER opportunities

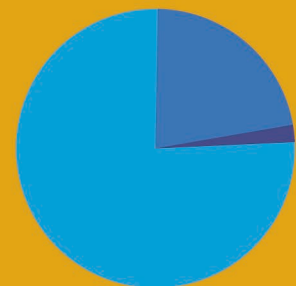
4,859 VOLUNTEER hours
generously dedicated to HAC

Across **13 EVENTS & PROGRAMS**

Gallery & Gift Shop Visitors

14% of 8,032 were polled

ALL VISITORS



76% North Carolina
22% USA, 48 states
2% World, 17 countries

NC VISITORS

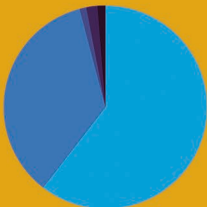


40% Hillsborough
19% OTHER Orange County
28% OTHER Triangle
13% OTHER North Carolina

FINANCIAL OVERVIEW

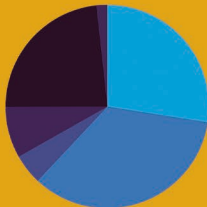
Strong financial policies, oversight, and controls are in place today. Procedural documents were updated last year and will be maintained to ensure proper bookkeeping and ongoing financial management.

REVENUE \$276,591



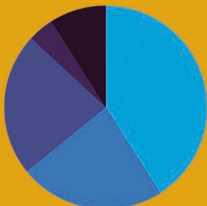
- Contributions
- Sale of Goods
- Vendor Fees
- Event Ticket Sales
- Program Service Fees

EXPENSES \$207,363



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

CONTRIBUTIONS \$167,358



- 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.

$$22,055 \times \$14 =$$

Participants & Attendees Average Spending

\$308,770

Economic Impact of HAC in FY 19-20

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 2019-2020

FOLLOWERS

Facebook 3,084
Instagram 2,585
Twitter 437

SUBSCRIBERS

E-Newsletter 4,350

PAGEVIEWS

Website 43,408



PROGRAMS BROUGHT TO YOU BY HAC (2019-2020)

LAST FRIDAYS

THE ART WALK

RIVER PARK CONCERT

PARLOR/GARDEN CONCERTS

MOBILE STAGE

ART IN THE HEART

SOLSTICE LANTERN WALK

HAC GALLERY & GIFT SHOP

PUBLIC ART

ARTCYCLE

A VERY HEARTFELT THANK YOU:

To all HAC donors, sustainers, and sponsors!

To all of our fantastic and dedicated volunteers!

To every every artist, collaborator, patron, and supporter!

You are what make community arts programing possible.

Thank you.

"Quickly after the virus shut things down in march, HAC made it their business to remind us how much local artists need our support. They helped us remember that not only do local artists provide us with music, visual art, literature, and more, but as workers they lack some of the same safety nets other professions have access to. The HAC also acted quickly, but mindfully, to reorient their events and projects into Covid-safe occasions. Through events streamed on line and distanced, outdoor events, the HAC has made sure that the public is able to have access to the local art that is part of telling our collective story of these times, helping us process it, understand it, and simply experience the pure joy of the arts."

- Jennifer Weaver, Mayor of Hillsborough

"The HAC gift shop has been such a blessing to me this year. With so much uncertainty for artists like me, the leadership of the HAC has been so reassuring, and has made me feel less alone during a time when much has been unknown. With the loss of all childcare for my two children, I've been working "double duty" as caretaker and distance learning facilitator by day, and creative entrepreneur by night. The Hillsborough Arts Council gift shop is a way for me to multiply myself--and while I'm helping my kids, log into a zoom class across town, the HAC is still allowing me to connect with customers and earn an income. Those checks are meaningful for me and for my family. I'm so grateful to continue my relationship with the HAC gift shop, and appreciate all that they do for our artistic community!"

- Katie Hayes, Printmaker

GIVE

Your donation to HAC ensures our continued success in providing your favorite programs and fostering our creative community in Hillsborough. Supporting the arts is supporting community! To donate today, visit: hillsboroughartscouncil.org/donate.

LEARN

Read about all HAC events and programs by visiting hillsboroughartscouncil.org. To sign up for our monthly newsletter and stay up-to-date on all HAC happenings in real-time, visit: hillsboroughartscouncil.org/newsletter!

JOIN

Interested in becoming part of the Hillsborough Arts Council family? Become a volunteer today with any of our exciting programs and join us in keeping Hillsborough a unique and creative town! To sign up, visit: hillsboroughartscouncil.org/volunteer.

CONNECT

HILLSBOROUGHARTSCOUNCIL.ORG



HillsboroughArtsCouncil



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HILLSBOROUGH ARTS COUNCIL

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