

TOURISM STRUCTURES IN CARRBORO & ORANGE COUNTY

Understanding Jurisdictional Clarity and Operational Frameworks



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THE ORANGE COUNTY VISITORS BUREAU (OCVB)

- **Organizational Status:** A department operating under the structure of Orange County.
- **Primary Funding Source:** Primarily supported by the Orange County Occupancy Tax.
- **Governance Model:** Utilizes an Advisory Board composed of staff and elected officials from Orange County, Carrboro, Chapel Hill, Hillsborough, and tourism business leaders.
- **Legal Framework Note:** Operates under a special private act, which does not conform to the modern statutory standards regulating tourism agencies in North Carolina.
- The Town of Chapel Hill has supported funding for the OCVB in the past.

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THE CARRBORO TOURISM DEVELOPMENT AUTHORITY (CTDA)

- **Organizational Status:** A separate, distinct entity from the Town of Carrboro.
- **Legal Framework:** Authorized and operates in compliance with modern North Carolina State Statutes regulating tourism authorities.
- **Governance Model:** Governance is strictly defined by state statutes regarding board composition and financial accountability.
- **Staffing Model:** The CTDA does not maintain its own dedicated full staff; operational support is provided by the Town of Carrboro staff.
- Provides funding for Carrboro Music Festival, Film Festival, Poetry Festival, Freight Train Blues Concert Series and a portion of the Hampton Inn parking deck lease.

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KEY STRUCTURAL DIFFERENCES

- **Legal Foundation:** Orange County Visitors Bureau operates under a *Special Private Act*; CTDA operates conforming to modern *NC State Statutes*.
- **Tax Jurisdiction:** Orange County Visitors Bureau is funded by the *County-wide Occupancy Tax*; CTDA is funded by the *Town Occupancy Tax*.
- **Operational Model:** Orange County Visitors Bureau is a County department; CTDA is a separate entity supported by Town staff.
- **Compliance:** CTDA structure ensures adherence to modern state regulatory standards.

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REGIONAL COMPARISON & COOPERATION

- **Chapel Hill:** Operates under a special private act, which does not conform to the modern statutory standards regulating tourism agencies in North Carolina (similar to Orange County).
- **Hillsborough:** Authorized and operates in compliance with modern North Carolina State Statutes regulating tourism authorities (similar to Carrboro).
- **Cooperation and Partnership:** CTDA and Orange County Visitors Bureau work together financially on various marketing activities and promotions.