

Hillsborough Township

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News Release

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FOR IMMEDIATE RELEASE

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Hillsborough Township Relaunches HBA Website *Featuring Experience Hillsborough*

The Hillsborough Business Association (HBA) officially re-launched the HBA website with new and enhanced features. One of the many new features is that the Hillsborough business community will have an opportunity to promote all they have to offer on www.hillsboroughbusiness.org to both Hillsborough residents and visitors.

“Experience Hillsborough is part of the Township’s strategy to attract and retain visitors to Hillsborough and encourage them to experience all that Hillsborough Township has to offer,” said Mayor Gloria McCauley at Tuesday’s Township Committee Meeting during the re-launch announcement.

Experience Hillsborough includes the Business Finder, an improved tool, which features new categories that are easier to navigate and as well as a brand new search by business name option. The finder allows potential customers to locate restaurants, attractions, and other services that can be found in Hillsborough Township. The new HBA calendar allows businesses to promote their events and services to the public; both visitors and residents of Hillsborough Township.

Another new feature is the Experience Hillsborough News, which be used to promote events, such as business promotion initiatives like Hillsborough Restaurant Week, business grand openings, Shop Hillsborough and much more. The Township e-News, distributed weekly, has over 5,000 subscribers and will now include an Experience Hillsborough feature, further highlighting all that Hillsborough has to offer.

“The new website is a showcase for Hillsborough and its business community to attract visitors and new customers to experience ‘Hillsborough, the Good Life,’” said Economic Business Development Committee Liaison, Committeeman Shawn Lipani.

The Business Support page promotes business development to the business community and welcomes prospective businesses to Hillsborough via various mechanisms. A new and improved feature is available to showcase commercial properties for lease or sale. Additional new features allow businesses to fill out a listing application and request ribbon cuttings online. A business interested in working with Hillsborough Township, can sign up for notifications by signing up for Boro Procure e-Notices to find out about bids and request for proposals announcements.

“This redesigned website with the Experience Hillsborough and Business Support pages will be a wonderful benefit for our business community to use and for our residents and visitors to discover,” concluded EBDC Liaison, Committeeman Shawn Lipani.

About the Hillsborough Business Association: The Hillsborough Business Association (HBA) is a Hillsborough Township Initiative to support local businesses with promotion and development programs. The HBA is administered by the Office of the Business Advocate.

About the Hillsborough Township Business Advocate: The mission of the Office of the Business Advocate is to encourage development by attracting, retaining, and assisting businesses to expand and grow in the Township. The Business Advocate is responsible for commercial industry relations, centralized gathering and dissemination of information and regulatory guidelines. This office acts as the catalyst for the Economic and Business Development Commission’s mission.

About the Hillsborough Economic Business Development Commission: The Economic and Business Development Commission is comprised of volunteers from the community, appointed by the Township Committee. They are a liaison between the business community and Township officials.

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