



TOWNSHIP OF HILLSBOROUGH

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News Release

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FOR IMMEDIATE RELEASE
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Business Community Invited to “Shop Hillsborough” Informational Presentation

Hillsborough Township is exploring a new, exciting state of the art program to promote local shopping while also allowing residents to reduce their property tax bill. The “Shop Hillsborough” initiative was vetted by the Economic and Business Development Commission and is now being presented to the Hillsborough merchants during a series of informational sessions to be held later this month.

“We believe this is great opportunity to help support our local businesses and lessening tax payments for property owners. We are excited to see where this program will lead,” stated Committeeman Greg Burchette, Liaison to the Economic and Business Development Commission at Tuesday’s Township Committee meeting where he made the announcement.

The premise behind the program is encouraging local shopping in return for a rebate. All property addresses will receive a “Shop Hillsborough” card. Shoppers will earn property tax credits every time they provide the Shop Hillsborough Property Tax Reward Card at the time of purchase. The tax credits will be applied to your tax bill or if you are a renter, you will receive a rebate check. Individuals who work in Hillsborough, but are not property owners within the Township, can also secure a card to earn the rebate as well.

We anticipate Hillsborough merchants will enjoy higher sales volume, increased marketing, new customers, enhanced customer loyalty and additional advertising.

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“We are always looking at ways to save our taxpayers money and this seems like a win, not only for our taxpayers, but for the business community, renters and those who shop and dine within Hillsborough,” commented Mayor Frank DeCore.

The information sessions will be held on Monday, April 22nd from 6-7pm and Tuesday, April 23rd from 9-10am. Business owners in Hillsborough are invited to attend one of the informational sessions to learn more about this program. To register to attend, business owners can reach out to the Business Advocate, Gene Strupinsky at gstrupinsky@hillsborough-nj.org.

Upon the completion of the information sessions, the Township Committee will determine if this program will be pursued.
