



TOWNSHIP OF HILLSBOROUGH

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News Release

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“Shop Hillsborough” Moves Ahead

Hillsborough Township took yet another step in Business Development at Tuesday night’s Township Committee meeting by authorizing the Shop Hillsborough Campaign.

This new state of the art program promotes local shopping while also allowing residents to reduce their property tax bill. The “Shop Hillsborough” initiative was first presented by Committeeman Greg Burchette, vetted by the Economic and Business Development Commission, welcomed by Hillsborough merchants and is now in the next phase.

“This is a great opportunity to continue supporting local business while lessening tax payments for property owners,” stated Committeeman Greg Burchette, Liaison to the Economic and Business Development Commission.

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 tax bills or in the case of renters 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.

It is expected that Hillsborough businesses will benefit from higher sales volume, increased marketing, new customers, enhanced customer loyalty and additional advertising.

**“Shop Hillsborough”
Moves Ahead
Page 2 of 2**

“Saving our taxpayers money and promoting the Hillsborough Business Community in the same initiative is a win, not only for our taxpayers, but for the business community, renters and those who shop and dine within Hillsborough,” commented Committeeman Greg Burchette.

With the approval of the resolution, the next step for the Township is to secure sponsors for the card. This is yet another step in bringing tax relief to the residents of Hillsborough.
