



Agenda Abstract

BOARD OF COMMISSIONERS

Meeting Date: June 8, 2026
Department: Planning and Economic Development
Agenda Section: Consent
Public hearing: Yes
Date of public hearing: June 1, 2026

PRESENTER/INFORMATION CONTACT

Planning and Economic Development Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: Tourism Board Fiscal Year 2027 Budget

Attachments:

Tourism Board FY27 Budget Ordinance

Summary:

Under NC GS CHAPTER 449 SENATE BILL 808 passed in 1993, the Town of Hillsborough was authorized to levy a 1% tax on prepared food and beverage that is legally required to be remitted to the Hillsborough Tourism Board for the specific purpose of providing visitor services, facilities, programs, and services designed to attract tourists to town. The Tourism Board's FY27 budget hopes to achieve those goals by supporting a variety of special events, heritage tourism sites, programs, and visitor center marketing and operations designed to bring visitors to town and enjoy pubs and restaurants while they're here.

Highlights include:

Continued support of visitor amenities and operations for heritage tourism contract partners the Burwell School and Orange County Historical Museum; as well as fully funding special event request asks from the Hillsborough Arts Council for Last Fridays, Handmade Parade, Solstice Lantern Walk, and HAC's gallery; Grants for the following: Uproar Arts Festival Sponsorship \$10,000; Orange Community Players "Anything Goes" Production \$7,996; Hillsborough Garden Club Garden Tour \$3,000; and a joint project to update the VistHillsboroughNC.com website in partnership with the Tourism Development Authority.

Financial impacts:

None. Prepared Food and Beverage tax, not ad valorem property tax, funds the activities of this board.

Staff recommendation and comments:

Staff recommends approval of the proposed budget. The Tourism Board provided thoughtful review and consideration in creation of the budget, heard from tourism community partners and non-profits about their tourism needs, and a public hearing was posted/noticed as legally required to obtain any relevant feedback in for budget development.

Action requested:

Approve the proposed FY27 Tourism Board Budget Ordinance.