

Planning, Tourism, & Economic Development Update

February 2025



1

Planning

- **Comprehensive Sustainability Plan**
 - Joint effort with Stephanie Trueblood, Public Space and Sustainability Manager
 - We won an award!

- **Hired a (new position) Planner II**

-  **Town Government & Public Services:** covers the roles of government and services provided by the town, as well as revenue streams and agency partnerships.
-  **Land Use & Development:** promotes sustainable, progressive principles for the development of land in Hillsborough to manage growth pressures and maintain a prosperous town with strong sense of place.
-  **Environment & Natural Systems:** outlines plan for the continued stewardship of Hillsborough's natural resources to promote the community's overall health and function.
-  **Transportation & Connectivity:** details existing transportation infrastructure and needs, as well as proposed improvements in access and mobility.
-  **Social Systems & Public Space:** explores ideas for arts and culture events and installations in the town's public spaces, as well as opportunities for community gathering and placemaking.
-  **Housing & Affordability:** highlights opportunities to increase Hillsborough's supply of housing to promote stability in the community.
-  **Economic Systems & Tourism:** incorporates sustainability values into economic development strategies to ensure the resilience of the business community and illustrates various development and tourism opportunities.
-  **Climate & Energy:** covers climate impacts and conservation needs, including the town's clean energy resolution and a three-pronged sustainability approach including social equity, ecological responsibility, and economic efficiency.



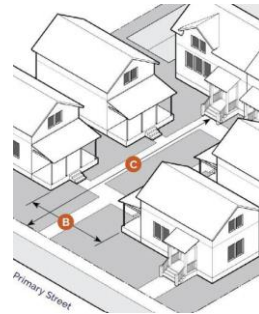
American Planning Association
North Carolina Chapter

Creating Great Communities for All

2

Planning

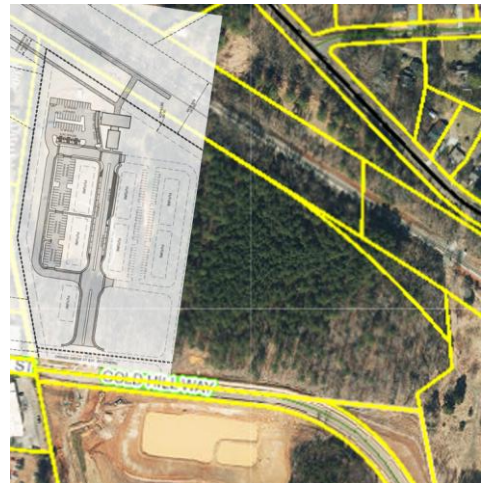
- **Parking Study**
 - Internal kick-off, information/data sharing from last study, public engagement plan development
- **Code Enforcement**
- **UDO Re-write**
 - RFP released, responses in, staff scoring/interviewing finalist firms
- Implementation of CSP and Town Board Strategic Goals (on-going)



3

Planning

- **Hillsborough Station TOD Project**
 - We have 18+/- ac to plan
 - Train station anchor, other uses TBD- lots of good ideas out there
 - More to come!



4

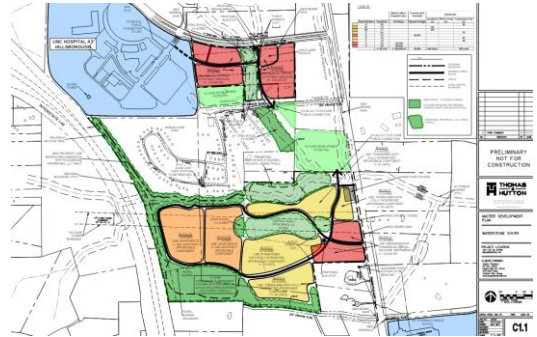
Planning

- **Annexations, Rezoning, New Development Ideas**

- A lot of interest in residential infill, apartments, and storage unit complexes
- Working with Utilities/Eng Services to keep up with new water and sewer system demands on our system

- **Where?**

- Oakdale, Meadowlands, Owls Woods, Paliouras, Waterstone, next phases of Collins Ridge, Persimmon Phase 2, and now Waterstone South build out



5

Tourism

- Food and Beverage Tax continues to grow as does support for our tourism contract partners (Burwell, Museum, Hillsborough Arts Council)
- And subsequent support for events grows: Solstice Lantern Walk, Holiday Parade & Tree Lighting so large it was split into two events, Last Fridays continues to thrive and grow
- More and bigger marketing opportunities (both paid and unpaid) WRAL [Out & About](#), Southern Living Magazine, and more...

Gross Receipts Revenues- 1% Prepared Food and Beverage Tax
Hillsborough Tourism Board

Month	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
July	\$30,453.70	\$31,257.81	\$30,716.14	\$33,289.37	\$30,141.73	\$36,934.94	\$39,681.23	\$50,598.52
August	\$28,976.05	\$30,831.82	\$33,373.27	\$32,927.99	\$27,747.34	\$34,194.86	\$42,952.36	\$44,315.18
September	\$27,050.52	\$30,232.18	\$30,144.31	\$31,530.78	\$28,978.57	\$32,071.32	\$41,000.07	\$40,292.48
October	\$29,910.50	\$30,910.25	\$31,212.46	\$32,507.15	\$32,439.75	\$42,225.31	\$47,306.55	\$42,885.73
November	\$28,563.38	\$28,064.84	\$27,845.69	\$32,791.66	\$26,556.92	\$33,296.27	\$38,487.16	\$31,463.71
December	\$29,221.43	\$33,632.97	\$34,700.52	\$35,102.52	\$32,051.89	\$32,841.50	\$43,540.72	\$50,623.98
January	\$24,142.18	\$24,189.98	\$30,528.22	\$33,471.34	\$27,658.67	\$31,213.91	\$35,566.32	\$38,269.81
February	\$26,610.30	\$29,746.09	\$27,012.88	\$27,360.99	\$27,666.32	\$33,829.54	\$45,426.08	\$41,900.67
March	\$31,319.16	\$35,203.76	\$32,737.49	\$26,125.77	\$33,038.95	\$36,250.16	\$39,965.61	\$42,895.16
April	\$28,317.73	\$31,415.35	\$31,713.63	\$27,325.30	\$34,293.11	\$44,108.70	\$46,018.28	\$57,121.69
May	\$33,371.01	\$31,731.17	\$31,266.83	\$26,026.84	\$34,501.60	\$41,870.82	\$43,563.55	\$53,602.69
June	\$29,256.32	\$35,870.73	\$31,034.18	\$27,227.52	\$33,630.05	\$39,865.00	\$38,687.15	\$43,771.74
YTD total	\$347,192.28	\$373,086.95	\$372,285.62	\$365,687.23	\$368,704.90	\$438,702.33	\$502,195.08	\$537,741.36



6

Tourism

- Occupancy Tax remains steady, with growth when Colonial Inn came online
- TDA continues to support public/private art installations, marketing for established events, and growing events like FlushFest
- Investments made in holiday décor this fiscal year, continued desire to support a performing/cultural arts venue



2021



Now



7

Economic Development (2021)

Pre-development meetings and inquiries for vacant parcels and buildings including:

100 S Churton Street
 Paliouras Outparcel(s)
 633 Cornelius St



8

Economic Development

Moving and shaking in Downtown & West Hillsborough, Hampton Pointe, and more:

- Eno Arts Mill (OCAC)
- Eno River Brewing
- Annie & Arthur Fine Art Supplies
- Melissa Designer Jewelry moved to larger location
- Dwell
- Vesta
- The Rookery

- River Cycles
- Aldi

- La Muneca Ice Cream

- Lupita's Taqueria

(list is not exhaustive, just some examples of new and growing small businesses)



9

Economic Development

- Durham Tech Expansion
- OC Crisis Diversion Facility and/or additional Medical and/or Office development as part of Waterstone South
- Working with the Chamber on both small and large business initiatives including identifying our BIPOC and woman owned enterprises and learning what their business needs are



10