



To meet **Tourism Objectives** the project must do one or a combination of the following:

- Promotes and encourages Sunday, early and/or mid-week events and activity at businesses and attractions.
- Promotes and encourages multi-night and weekend-long visitor stays in Hillsborough.
- Promotes and encourages events, programs, and projects that ensure local spending and bring a variety of kinds of people to town.
- Promotes and encourages events, programs, and projects that bring people to a variety of different neighborhoods and commercial areas in town.
- Support initiatives that provide new amenities and beautification to downtown and/or the greater Hillsborough area.