

INFORMATION ABOUT MEASURE V

Growing Costs to Provide City Services

Keeping our City clean, safe, and well-maintained is our top priority. Hollister has our own Police and Fire Departments, guaranteeing our police and firefighters are available when needed. However, over the past few years, costs for community services continued to increase while city revenue resources have not kept up with inflation..

At the same time, tourists arrive in Hollister to enjoy our parks, our historic downtown, and our vineyards. These tourists increase traffic and demand for City services and resources, including parks, community facilities, sidewalks, and our local police.

Additionally, local streets, sidewalks, and community facilities require ongoing maintenance that is beyond current available resources. If we do not address these issues now, it will be more expensive to repair and maintain them in the future.

Proposed Local Hotel Tax Measure

The City of Hollister has been exploring options to maintain the quality of City services, without raising taxes on residents. Recently, the Hollister City Council placed Measure V on the November 2024 ballot, to increase the existing hotel tax (legally known as transient occupancy tax) by 4%.

If passed by local voters, Measure V could provide an additional \$300,000 annually to support general City services. Measure V would not raise taxes for Hollister residents —it applies only to visitors staying at overnight hotels.

Locally controlled funding from Measure V could help maintain general city services such as:



Public safety including Police and Fire services



Solid waste services



City parks and programs



City streets and sidewalks



General support to all City functions

Local Control and Accountability

The City is committed to transparency and responsible fiscal stewardship. Measure V would not raise your taxes as a resident of Hollister. It applies only to visitors who stay in local hotel rooms and short-term rentals.

✓ Legally, all funds may only be used to support City services in Hollister and can't be taken by the State.

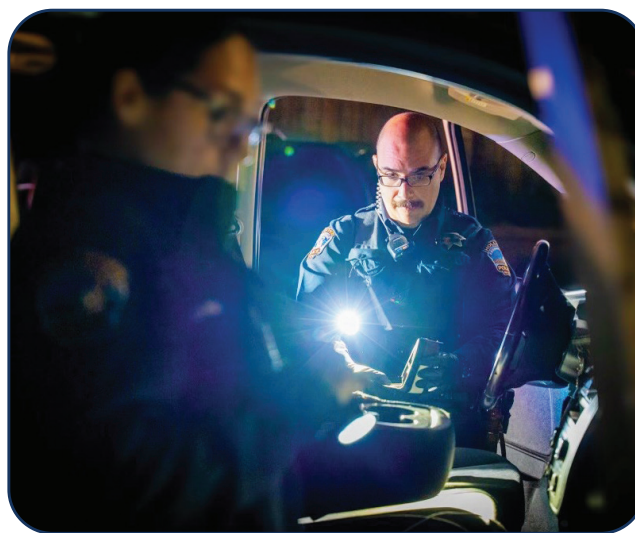
✓ All funds are subject to annual financial audits.

To find out more about Measure V, please visit www.tinyurl.com/HollisterMeasureV.



WE WANT TO HEAR FROM YOU!

As we explore local funding options, community input will be crucial to our planning process. We welcome your feedback and questions.
For more information or to provide feedback, please visit our website
www.tinyurl.com/HollisterContactUs.



STAY IN TOUCH!

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CITY OF HOLLISTER NEWSLETTER

2024



HOLLISTER
GENERAL PLAN UPDATE **2040**

In addition, the city has developed a Draft Agricultural Preservation Program to balance urban development with the conservation of agricultural lands. The updated program, guided by City Council feedback, requires a 1:1 ratio of land preservation for any agricultural land converted to urban use, instead of the previous 2:1 ratio. In other words, for every one acre of land developed, one acre of land must be preserved.

This City of Hollister has plans for a new park! Cesar Chavez Park will have play structures, active play facilities, and community gathering spaces.

This park will also be partially funded with Prop 68 funding.



The City of Hollister is excited to announce the upcoming 2024 City Wide Roadway Improvement Project, a comprehensive effort to improve the infrastructure of our city. This significant project is scheduled to commence in late summer to early fall of 2024, with work extending through the beginning of 2025.

The Roadway Improvement Project consists of several key initiatives aimed at improving the safety and functionality of our streets:

- ◆ Grind and Overlay: This involves resurfacing various roadways to ensure smoother and safer driving conditions for residents.
- ◆ Alleyway Reconstruction: Selected alleyways throughout the city will undergo reconstruction to improve access and drainage.
- ◆ Slurry Seal: A preventive maintenance measure to extend the life of our roadways, the slurry seal will be applied to approximately 12 lane miles of streets across the City.
- ◆ School Area Improvements: We recognize the importance of safety around our schools. Therefore, specific roadways near Ladd Lane Elementary School, Sunnyslope School, and other schools will receive targeted improvements to enhance traffic flow and pedestrian safety.

This extensive project is made possible through funding from Measure G, SB1, traffic impact fees, and a grant from the Local Partnership Program. As the project progresses, we will provide updates on specific street closures, detours, and timelines to keep the community informed.

As fire season approaches, the City of Hollister urges all community members to stay vigilant and prepared. Clear any dry vegetation around your property to create a defensible space, and regularly clean gutters to prevent the buildup of flammable debris. Stay informed by signing up for local alerts and following our City website and social media channels for the latest updates and safety information. Together, we can help protect our community from fire hazards.

Join us on Saturday, November 30, 2024, for the 34th Annual Lights on Celebration! Proudly hosted by The Hollister Downtown Association, this year's theme is The Characters of Christmas which is guaranteed to put your entire family in the holiday spirit.

- ◆ Tree decorating
- ◆ Holiday boutiques
- ◆ Photos with Mr. & Mrs. Santa Clause
- ◆ Parade starting at 5:30pm
- ◆ Eat, Play, and Shop our Downtown merchants

To register your parade entry, please call 831-636-8406 or email events@downtownhollister.org.

We look forward to seeing you there!



Due to ongoing CalTrans construction, there will be periodic road closures throughout the City of Hollister. To stay updated on these closures, please follow our City social media accounts where we post the latest traffic news. The CalTrans construction is scheduled for completion by the end of Summer 2025. We appreciate the community's patience and compliance during this time. You can also learn more by visiting: tinyurl.com/HollisterCalTransProject

