

**CITY OF HOLLISTER
MEASURE V
CITY ATTORNEY'S IMPARTIAL ANALYSIS**

Measure V asks the voters whether the City of Hollister should increase the Transient Occupancy Tax charged to customers staying in a hotel in the City for less than thirty (30) days. A hotel is defined as any structure, or any portion of any structure, which is occupied, or intended or designed for occupancy, by transients for dwelling, lodging, or sleeping purposes, and shall include any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobilehome or house trailer at a fixed location, or other similar structure, or portion thereof. In 1986, the City Council adopted Ordinance number 672, which created the City's Transient Occupancy Tax and established the current 8.0% Transient Occupancy Tax rate. This rate has not increased since it was established in 1986.

Measure V asks the voters if this tax should be increased to 12.0%. Measure V does not change the definition of a hotel so does not expand the types of structure to which the Transient Occupancy Tax applies. Measure V must be approved by a majority of the voters. If Measure V is not approved, the tax will remain unchanged and still be charged at all hotels in the City for stays of less than thirty (30) days.

If Measure V is approved by a majority of voters, proposed Ordinance [NUMBER] will be adopted by the City Council. Thereafter, beginning April 1, 2025, the tax will increase from 8.0% to 12.0%. The tax will continue to be paid by the person staying in the hotel on a temporary basis, not exceeding a 30-day stay.

The Transient Occupancy Tax is a general tax to be used for general governmental purposes of the City of Hollister. The proceeds of the tax will continue to be placed in the City's general fund and may be used for the current expenses of the City as determined by the City Council in making budgetary decisions. The City would not be legally bound in any way to use the tax monies for any special purpose or for any particular program or service.

THE ABOVE STATEMENT IS AN IMPARTIAL ANALYSIS OF MEASURE V. IF YOU DESIRE A COPY OF THE FULL TRANSIENT OCCUPANCY TAX ORDINANCE, PLEASE CALL THE CITY CLERK, JENNIFER WOODWORTH, AT jennifer.woodworth@hollister.ca.gov or 831-636-4300, AND A COPY WILL BE MAILED AT NO COST TO YOU.