

ARGUMENT IN FAVOR OF MEASURE V

Measure V will enhance our quality of life while protecting Hollister's property values, and without raising taxes on residents or businesses. The Transient Occupancy Tax (TOT), also known as a hotel tax, is paid only by hotel customers.

Visitors to Hollister benefit from city roads, services, and amenities, including police and fire protection. The TOT tax is a primary method for visitors to contribute towards the costs of these essential services.

Increasing the TOT rate by 4% (approximately \$4.00 more per night for a \$100 room) would generate much-needed additional revenue every year. This revenue remains local and will be reinvested in Hollister to support our roads, infrastructure, services and programs.

Hollister currently has one of the lowest TOT rates in the region. The 8% rate has been unchanged since it was put in place nearly 30 years ago. By raising it to 12%, it will align Hollister with many neighboring cities including San Juan Bautista.

Please join us and vote “Yes” for Measure V to enhance our quality of life and provide support for roads, infrastructure, services and programs for Hollister.

/s/ Mia Casey, Mayor of the City of Hollister

/s/ Michelle Leonard, President of the San Benito County Chamber of Commerce

/s/ Irene Davis, Board President of Visit San Benito County

/s/ Jim Gillio, Vice President of the San Benito County Business Council