



**SAN BENITO COUNTY  
AGENDA ITEM  
TRANSMITTAL FORM**

**Dom Zanger** Board of Supervisor  
**Kollin Kosmicki** Board of Supervisor

**Roxanne  
Stephens**  
City of Hollister

**Leslie Jordan**  
City of San Juan  
Bautista Council  
Member

**Jill G Pagaran**  
San Juan Bautista  
Tourism  
Organization

**Christian  
Pillsbury**  
Wine Industry

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**Item Number: 6.c**

**MEETING DATE:** 05/28/2025

**DEPARTMENT:**

**AGENDA ITEM PREPARER:** Vanessa Delgado

**SUBJECT:**

Receive update and discuss possible models for a Hotel Incentive Program, discuss other communities' templates for programs to incentivize new lodging businesses in San Benito County, along with any other locally driven ideas, and give direction on potential recommendations.

**AGENDA SECTION:**

**REGULAR AGENDA**

**BACKGROUND/SUMMARY:**

As part of efforts to increase the presence of hotels and other lodging establishments in the county, the Tourism Advisory Committee is looking at potential models for a Hotel Incentive Program to align with the county's priority of promoting tourism. Staff has researched other communities' models for such programs. Chair Kosmicki and Vice Chair Zanger conducted additional research and will present a summary of options for discussion and a possible recommendation for a localized program.

**STAFF RECOMMENDATION:**

Receive update on existing models, discuss ideas for a Hotel Incentive Program in San Benito County, and give recommendations if desired.

**ATTACHMENTS:**

City of Hollister Gateway Hotel LP - TOT Agreement 2018

Hollister Hotel LP 2020

Placer County North Lake Tahoe Economic Development Incentives Program

City of Palm Springs HOTEL OPERATIONS INCENTIVE PROGRAM

City of Soledad Hotel Incentive Program