



**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

Item Number: 6.b

MEETING DATE: 08/27/2025

DEPARTMENT: COUNTY ADMINISTRATION OFFICE

AGENDA ITEM PREPARER: Gracie Rodriguez

SUBJECT:

Receive an update from the Hotel Incentive Program Ad Hoc, discuss and provide feedback and further direction as deemed appropriate.

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

The Tourism Advisory Committee meeting on May 28, 2025, established a working group to increase the presence of hotels and other lodging establishments in the county. This group includes Supervisor Zanger, Christian Pillsbury (representing the Wine Industry), and Jill Pagaran (representing the tourism industry). The Ad Hoc's task was to explore potential models for a Hotel Incentive Program aligned with the county's priority of promoting tourism.

The working group met on June 19, 2025, to discuss an initial approach toward developing a Hospitality Development Incentive Program and has been continually conducting research on best practices. This is the second update since the last meeting on June 25, 2025.

STAFF RECOMMENDATION:

Receive an update from the Hotel Incentive Program Ad Hoc, discuss and provide feedback and further direction as deemed appropriate.

ATTACHMENTS: