

HOLLISTER DOWNTOWN ASSOCIATION

Community Report 2024 - May 2025

Helping bring the Community to Downtown

The 2024-2025 Fiscal Year continued to solidified the Hollister Downtown Association as an event driven non-profit organization in downtown Hollister. The main priority of the Hollister Downtown Association in 2024 was to assist with economic development, as it has since its establishment in 1987, in the downtown area by hosting community based events on a nearly weekly pace. There were 46 events in downtown Hollister starting from March to November. Going into 2025 the Hollister Downtown Association is on pace for over 53 weekly events.

The Hollister Downtown Association added a new tool in 2024. Placer ai is a software tool that allows the organization to be able to track attendance/foot traffic for its events. This tool provides historical data that goes as far back as 2017 and it can be used to assist businesses with much needed expected attendance figures for better planning during those events. Placer ai not only allows the Hollister Downtown Association to track data in downtown Hollister, but also across the nation. This tool allows the organization to be able to see if an event is growing bigger or smaller and see neighboring communities to see how their events are doing in comparison to those here in San Benito County. For example in 2024 the Street Festival & Car show brought 5,500 attendees to downtown Hollister. Downtown business owners told the organization that while it was a great turnout they expected the event to be bigger. Placer ai showed that in 2023 the event drew around 6,500 attendees, but prior to that the event averaged around 5,000 attendees. This information can now be shared with the business owners to let them know that while there was a very strong year in 2023, the expectation is that the event will normally draw closer to 5000 attendees and they can take that information for their inventory and staffing plans. In 2023 the unofficial number for our Lights on Parade was 8,400, prior to that it was 7,900 and in 2024 that number was 9,900 so we can see that the Lights on Celebration Parade has grown over the last 3 years.

For 2024 the kickoff to the Hollister Downtown Association's event season started in March when the Hollister Downtown Association in partnership with American Legion Auxiliary and Veterans of Foreign Wars brought the third annual Youth Expo at the Veterans Memorial Building. This event brings over 50 afterschool groups that offer activities such as football, cheerleading, scouting, 4-H, art classes, dance, music, tutoring and other amazing youth activities as well as resources for youth and families. This was followed by Food Truck Tuesdays in March which lead into the Hollister Certified Farmers' Market which extended to 26 weeks from April to October. With even more vendors and special appearances from outside vendors such as Chick-Fil-A the market drew over 2,000 people each Wednesday. Many local businesses and non-profits participated in the Farmers' Market in 2024. During the market season, events such as the Downtown Wine and Beer Stroll occurred in May, followed by Saddle Horse Show Downtwon Parade in June which drew 4,500 attendees and the Street Festival & Car Show which drew 5,500 attendees in July. The



37th Annual Street Festival & Car Show on San Benito St

Hollister Downtown Association also assisted the San Benito County with its 150 Celebration events throughout the year. In October we had the Fall Downtown Clean up Fall Food Truck Tuesdays on San Benito St. In November there was Altares on San Benito (A Dia de Los Muertos event) and we closed out the year with 9,900 of our closest friends and family to bring our 34th Annual Lights On Celebration event.

In 2025 the season started with Spring Food Truck Tuesdays in February. Over 14 Food vendors lined up San Benito St for a 9 week season every Tuesday. Then the Fourth Annual Youth Expo in March followed by a now 28-week Farmers' Market season in April. The Farmers' Market has now become an entrepreneur hub for small businesses looking to begin or grow or businesses that are looking to test the market to see if there is any interest from the community.

The Hollister Downtown Association continues to take a closer look at how the services and events being offered impact the entire community as a whole. Whether its in providing safe family events to the community, providing information and services to our local downtown businesses, working with the City of Hollister to assist with their projects, or partnering with various organizations to bring new and existing events back to the community like the oldest parade in Hollister in the annual Saddle Horse Show Parade, Food Truck Tuesdays and a Dia de Los Muertos event, the Hollister Downtown Association is evolving to be a more complete Community Service Partner in Hollister. In 2025 the organization has helped downtown businesses, municipalities, and non profits bring events to life in downtown and we look forward to working assisting more groups. The organization also partnered with Chase and the San Benito Chamber of Commerce to bring Business Financial Literacy workshops at no cost to our business owners and we are looking to see what new ideas we can bring to downtown Hollister. Always with our mission in mind which is to promote and preserve our historic downtown.

Revitalizing Historic Downtown to be the Hub of Social and Economic Activity in our Community

2024 Financial Summary

Revenues, gains & other support

Contributions, gifts & grants	\$ 93,421
Program service revenue	\$179,967
Other Income	\$ 24,895
Fundraising	\$ 41,863
In-kind revenue	\$ 780

Total Income **\$ 340,926**

Expenses

Salaries & Related Expenses	\$148,566
Direct expenses	\$ 23,745
Non-personnel supporting expenses	\$167,279
In-kind expenses	\$ 780
Other related exp	\$ 21,351

Total Expenses **\$ 361,721**

Change in net assets **\$ (20,795)**

Hollister Downtown Endowment Fund \$65,783

Memorandum of Understanding

The Hollister Downtown Association came to terms on a new MOU with the City of Hollister for fiscal year 2024-2025.

Under the terms of the agreement the Hollister Downtown Association would present 28 community events in Downtown

Hollister in 2024 including the Farmers' Market(26 weekly events),

Youth Expo, Quarterly Breakfasts,

Street Festival & Car Show,

Saddle Horse Show Downtown Parade,

Spring & Fall Clean ups,

Downtown Wine & Beer Stroll and the Lights

On Celebration Parade.

With the inclusion of the Dia De Los Muertos

Event and Food Truck Tuesdays (10 weekly

events), the Hollister Downtown Association

would present 46 downtown events in 2024

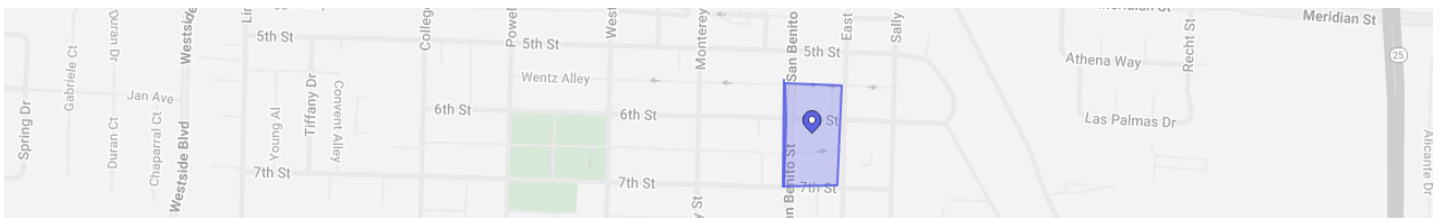
- **Event Goal for 2024: 28**
-
- **Total Events in 2024: 46**
-
- **Event Goal for 2025: 53**
-
- **Percentage to Goal: 164%**
-
- **Projected City of Hollister Permit fees for fiscal year 2024-2025: \$19,000**

**NEW BUSINESS OPENINGS
2023-2024**

- ◇ **Hills Bookstore** –650 San Benito St, Suite 140
- ◇ **Cosmos Bar & Grill** –500 San Benito St
- ◇ **Revive Pilates** –620 San Benito St, Suite A
- ◇ **San Benito Stage Company** –549 San Benito St



New Event:
Food Truck Tuesdays on
San Benito St

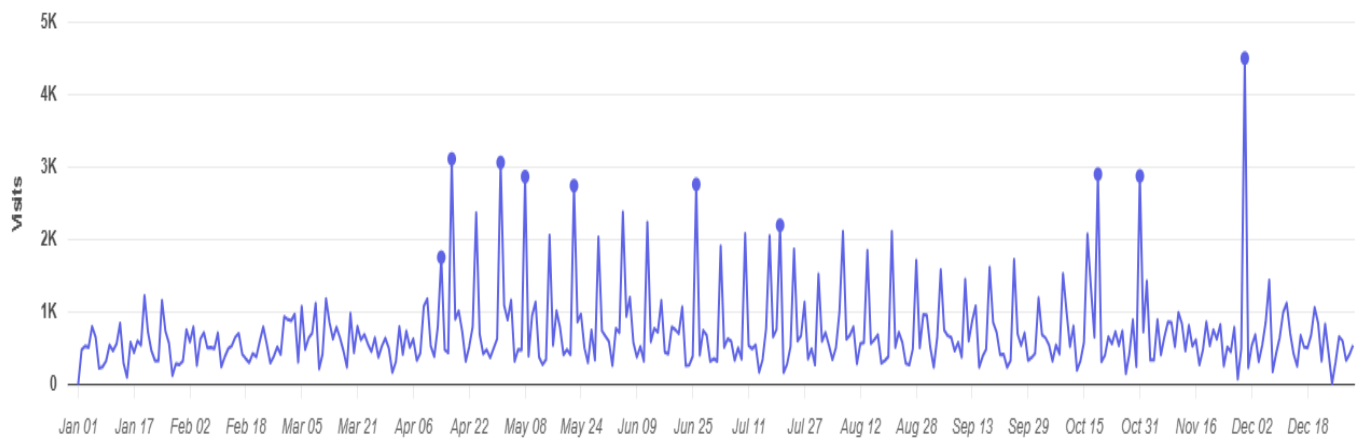
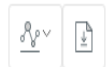


Farmers Market

535 San Benito St, Hollister, CA 95023

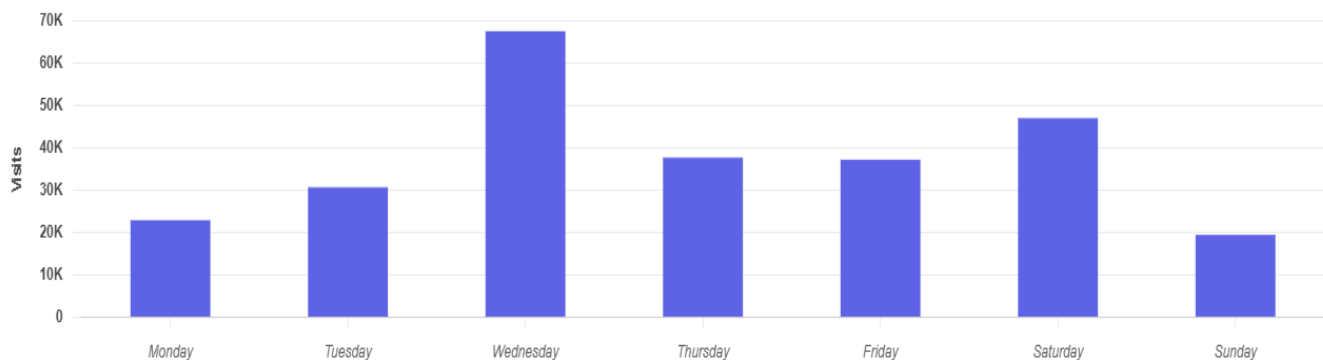
Visits Trend ?

Property: Metric: **Visits** Aggregation: **Daily** Annual Summary: Outlier Indicators:



Daily Visits ?

Properties: Metric: **Visits**



Bringing More to Downtown

In 2024-2025, The Hollister Downtown Association continued to add weekly community events to downtown Hollister. We've increased the Hollister Certified Farmers' Market to 26 weeks, extending the season from Mid April to Mid October. In 2025 the season will increase to 28 weeks. Based on data collected by Placer a.i we were able to determine that the Farmers' Market brings on average over 2,000 people every Wednesday to downtown Hollister. By comparison, the downtown area brings closer to 400 people to downtown on Wednesdays when the market season is over (Nov to March). Over a 12 month period the busiest days in downtown Hollister are #1 Wednesdays, #2 Saturdays and #3 Fridays.

The Hollister Downtown Association in partnership with the Chamber of Commerce and Chase Bank brought a Business Financial Literacy Workshop. This 5-class workshop is designed to assist businesses by having financial experts do a series of presentations to the business community. There are opportunities for business owners to be able to ask questions or set up personal one-on-one consultations at no cost. These workshops are designed to assist new businesses, establish businesses and those who are looking to start a business. The HDA will continue to find different opportunities/workshops/courses that will assist our downtown business community.

The Hollister Downtown Association continued with the Food Truck Tuesday series in 2024-2025 this time bringing the event to San Benito St between Sixth and Seventh Streets. This move was made after speaking with some of our downtown businesses such as Mad Pursuit, Crave, Heavenly Bakery, Hollister Artisan Mercantile and Hill's Bookstore. These groups who normally would be closed on Tuesdays or in the evening adjusted their hours so that they could capture the attendees from the event into their businesses. The event grew from 10 weeks before and after the Farmers' Market season to 17. The series has proven successful as it now features over 14 local food vendors.

The Hollister Downtown Association collaborated with Las Micheladas Bar & Grill and La Catrina to bring a Cinco de Mayo event (Fiesta Mexicana) in 2025 that drew over 800 people and it featured live music, vendors and face painting. We also partnered with San Benito County's Integrated Waste and Recology to bring Earth Day to downtown Hollister in 2025. We look forward to working with our downtown partners to bring other events to our community



"MARKETING IN THE DIGITAL WORLD"

presented by Chase for Business Coaching for Impact

April 22, 2025

11:00-12:00pm

The Epicenter
440 San Benito
Hollister CA

Scan QR code
to RSVP



Transform this engaging session will equip you with strategies to effectively:

- Define and leverage your business's unique qualities in the digital space.
- Identify where your customers are and how to effectively reach them online.
- Optimize your digital spaces for maximum impact.
- Analyze and adjust strategies based on digital analytics.
- Take control of your online presence and brand identity.

CHASE for BUSINESS

Coaching for Impact



San Benito County Integrated Waste Management Presents:



Downtown Hollister
649 San Benito St
Hollister, CA 95023
11:00am - 2:00pm



BOOTHS / GAMES / ART / PERFORMANCES
FREE RECYCLING PROGRAMS
ART POSTER CONTEST WINNERS ANNOUNCED

WWW.SANBENITOCOUNTYCA.GOV/IWM
(931) 636-4110

Facebook Instagram @SBCIWM

Volunteers Make a Difference!

2,000 Hours logged during events 2024-2025

Hollister Main Street Four Point Approach in Action

Economic Vitality

The EV committee works closely with the City of Hollister, the SBC Chamber of Commerce, and SBC Business Council to bring economic vitality to the downtown area.

In 2025, the Hollister Downtown Association continued its focus on economic development by bringing it's a series of Business Financial Literacy workshops to downtown business owners in partnership with Chase Bank, and the San Benito County Chamber of Commerce. The goal was for business owners to be able to get answers from the financial experts on how to market their business, formulate a business plan and how to apply for loans.



Organization

The Organization Committee works to provide the financial stability and human resources necessary to support the goals and programs of the organization. The Hollister Downtown Association continued its to



be an event driven organization. In 2024 the Hollister Downtown Association increased the amount of weeks of the Farmers' Market to 26 in 2024 and 28 in 2025, it also brought 10 Food Truck Tuesdays events in 2024 and will bring 17 in 2025. The organization had 46 events during 2024 and plans on bringing over 52 weekly events in 2025.

Design

The Design committee works with the City of Hollister, the San Benito Arts Council, the downtown business owners and volunteers to achieve a vibrant downtown. We continue the work on conversion of San Benito Street and support on-going efforts to enhance the physical presence of downtown to encourage a pedestrian friendly environment and to help to establish the area as a destination.



Promotion

The Promotion Committee works to attract consumers and visitors to downtown by providing a balanced promotional calendar that offers an array of activities and events targeted at attracting consumers year-round. Out of this committee some new event ideas were created including Food Truck Tuesdays, A



Cinco de Mayo in 2025, assist with the planning of a Job Fair and promote all downtown activities to our community.

Hollister Downtown Association Events



HDA Events

- Youth Expo**— A showcase for parents and children to discover what local after school activities organizations are being offered in the community. **(500 Attendees)**
- Food Truck Tuesdays** - All your favorite Food Trucks from the Farmers' Market are featured every Tuesday in Downtown Hollister before the start of the Farmers Market Season and after the season ends. **(500 Weekly Attendees)**
- Hollister Certified Farmers' Market** - Wednesdays, Mid April to Mid October- produce, plants, flowers, locally produced products, non-profits, prepared food purchases, entertainment in downtown Hollister. **(2,100 Weekly Attendees)**
- Spring & Fall Clean-Up** - Volunteers from community organizations, citizens and businesses come together to spiffy up downtown. **(300-350 Volunteers)**
- Downtown Wine and Beer Stroll** - HDA members open their doors to local and regional wines, beer and nibbles. **(500-600 Attendees)**
- Street Festival and Car Show** - Hundreds of classic, hot rod and specialty cars, food, vendors and watermelon! **(5,500 Attendees)**
- Saddle Horse Show Downtown Parade** - The old west returns to Downtown Hollister as the kick off to the Saddle Horse Show Rodeo comes to San Benito County. **(4,800 Attendees)**
- Altars on San Benito St** - Our new yearly Dia De Los Muertos event in November, is a remembrance of friends and family members who have departed. **(800 Attendees)**
- Lights On Celebration and Parade** - The community comes together to welcome the Holiday season with Jayme the Elf leading the parade throughout downtown. Shop Small Saturday kicks off as well. **(9,900 Attendees)**





COMMUNITY PARTNERSHIPS

Board of Directors -2025

- **Omar Rosa, President**
Hollister Downtown Association
- **Chuck Frowen, Vice President**
Grillin' & Chillin' Alehouse
- **Cynthia Jacobs, Director**
Live Laugh Love
- **Michelle Tartala, Director**
Amazon
- **Kumar Vijayendra, Director**
Footsteps LLC
- **Tom Walerius, Director**
Retired
- **Karey Grimsley, Director**
Intero Real Estate
- **Joel Esqueda, Director**
HollisterArt Collab.
- **Gordon Machado, Director and Founding Member**
Rustic Turtle Embroidery
- **Dan Recht, Director**
Bianchi, Kasavan & Pope LLP
- **Gustavo Gonzalez, Director**
La Catrina
- **Celina Stotler, Liason**
Integrated Waste Management



SAN BENITO COUNTY BUSINESS COUNCIL



Save the past. Enrich the future.



Staff- 2025

- **Omar Rosa, Chief Executive Officer**
- **Teri Escamilla, Event Manager**
- **Stacy Koontz, Projects Coordinator**
- **Bri Rodriguez Taveras, Farmers Market Manager**



350 Sixth St, Suite 102
 Phone (831) 636-8406
 Hours: M - F 9AM– 4PM
 Website:
 downtownhollister.org

