



**STAFF REPORT
HOLLISTER CITY COUNCIL
MEETING DATE: September 2, 2025
REPORT # City Manager-2025-44**

AGENDA ITEM: REPORT AND PRESENTATION ON THE 2025 HOLLISTER INDEPENDENCE RALLY

DEPARTMENT: City Manager

DEPARTMENT HEAD: David Mirrione, City Manager

STAFF CONTACT: David Mirrione, City Manager

RECOMMENDED ACTION: Receive the presentation, provide feedback and possible direction regarding the Hollister Independence Rally.

DISCUSSION: On July 4th and 5th, 2025, the City of Hollister successfully hosted the 2025 Hollister Independence Rally, marking the return of this historic community event last held in 2017. Following Council direction on January 7, 2025, staff initiated planning efforts in partnership with the event's Operational Manager, Roadshows, Inc.

Staff will provide a presentation to the City Council on the Rally's outcomes and future considerations. The presentation will include:

- Brief History
 - A brief timeline outlining the history of the event
- 2022 Ballot Measures
 - A review of voter-approved measures from 2022 regarding the Hollister Independence Rally
- 2025 Rally Overview
 - A summary of the 2025 Hollister Independence Rally
- 2025 Rally Statistics
 - Projected data on attendance and public safety statistics.
- 2025 Rally Preliminary Financial Report
 - A preliminary summary of event revenues and expenses
- Next Steps – Possible Council Direction
 - Council will be asked to provide possible direction regarding the Hollister Independence Rally

FISCAL IMPACT: N/A

PREVIOUS COUNCIL OR COMMISSION ACTION: June 6, 2025: Council approves an agreement with American Global Security to provide private security services for the 2025 Hollister Independence Rally

CEQA: N/A

ATTACHMENTS: N/A