



**STAFF REPORT
HOLLISTER CITY COUNCIL
MEETING DATE: January 5, 2026
REPORT # City Clerk-2026-02**

AGENDA ITEM: DISCUSSION OF SPECIAL EVENT AND BANNER PERMIT FEES

DEPARTMENT: City Clerk

DEPARTMENT HEAD: Jennifer Woodworth, City Clerk

STAFF CONTACT: Jennifer Woodworth, City Clerk

RECOMMENDED ACTION: Discuss and provide direction regarding the City's current and proposed fees for special events and banners. Staff recommends an update to the City's fee schedule to include reimbursement of actual costs related to special event and banner permit fees with a 50% discount for non-profit organizations and governmental agencies. Fees are recommended to be implemented on a phased approach with a 10% increase per year until the fee reaches the City's actual costs.

DISCUSSION:

The City of Hollister has established a special event procedure to coordinate approvals and logistics required for holding events on outdoor public and private property. The City Clerk Department currently manages the special event permit process and serves as liaison between City departments and the event organizer. Special event permits are required for various public and private gatherings such as parades, block parties, farmers markets, and other temporary outdoor events or gatherings that require street closures, block public property, include the sale of merchandise, etc.

The requirements and procedures for special event permits are outlined in Hollister Municipal Code (HMC) Section 12.36 (Parades and Public Assemblies), which also states the City shall charge a nonrefundable permit application fee and shall charge departmental service charges, which are defined as "the actual costs which a department of the city incurs in connection with activities for which a permit is required" under this section of the municipal costs. The permit application fee and departmental services charges are to be set by resolution of the City Council.

The City charges a permit application fee, but it has not previously billed applicants for departmental services charges as authorized by the HMC. Staff compiled the costs to hold various types of events common to the City and researched special events in nearby and similar cities and their associated fees. All cities surveyed charge either higher application fees and/or additional fees related to the type of event. Most nearby agencies charge costs based on the size and location of the event with additional fees for street sweeping, amplified sound, etc.

In recent years the frequency of events and level of staff time needed to prepare for and staff public events have increased. This has increased costs to departments and the City in the form of staff overtime and other resources. Additionally, events in the downtown area typically require road closures using K-rails to protect pedestrian safety. Public Works Department staff set up detour and road closure signs, barricades, and may also be required to staff vehicles when used as barriers.

When event organizers have used volunteers to manage traffic barricades for the protection of event participants in the roadways, the volunteers often provide either an inadequate level of barricading of streets or have been observed leaving their areas of assignment, which may lead to others removing the barricades to pass through a closed area.

Additionally, with the increase in violent incidents at public events, the need for greater law enforcement presence and security preparation also increases. With the events becoming larger in attendance, they can also become more tempting targets for such threats as well as a higher potential for violence and property crimes with the higher density of people in a particular area. As a result, the City has opted to utilize K-rail barriers for events in the downtown area.

As mentioned above, the City has not previously charged departmental service fees, which would reimburse the City for services provided by staff and use of City equipment. As a result in Fiscal Year 2024-25, the City took in \$1,554 in special event application fees and utilized approximately \$125,000 of General Fund budget to fully subsidize costs related to staff time and City resources. Using the actual costs of staff time and other resources, staff recommends charging the unadjusted actual costs for departmental services charges.

The fees for each type of event would be based on the actual resources needed to support public safety and access, rather than a one-size-fits-all approach. For example, a downtown event during business hours would cost approximately \$1,011 in addition to the application fee. A weekend parade through the downtown, which requires staff overtime, would cost \$7,075.96. However, an event in a park or closed parking lot, which require no street closure would only incur the application fee.

In order to continue to promote community events, staff recommends subsidizing the costs to non-profit organizations and governmental agencies by 50%. Staff additionally recommends phasing in the fee adjustments with a 10% increase per year until the fee reaches the actual costs to the City to provide staff time and resources.

The City also allows non-profits and government agencies to hang banners in two locations over San Benito Street in the Downtown Area. Currently the application fee for this is \$169 for the banners over San Benito Street, which covers costs to review and process the application. To hang each San Benito Street banner costs the City approximately \$315.50 in staff time and other resources.

For Fiscal Year 2024-25, the City took in \$1,503 in banner fees and subsidized another \$2,839 in staff time and other resources using General Fund budget. According to the HMC, permits for San Benito Street banners are only granted for non-profit organizations and government agencies. Staff recommends charging 50% of the unadjusted actual costs for departmental services charges to hang street banners, which is \$156.75, in addition to the application fee, for a total of \$325.75.

FISCAL IMPACT: Potential increase in revenue to offset the costs to the General Fund will depend on the number of special event permits and banner permits issued each year.

PREVIOUS COUNCIL OR COMMISSION ACTION: N/A

CEQA: N/A

ATTACHMENTS: None.