



514 Monterey Street, Hollister, CA 95023

Dear Downtown Hollister Business Owner,

Our *Downtown Wine & Beer Stroll* will be held on Saturday, May 6, 2017 from 1:00 pm to 5:00 pm. The purpose of this event is to help increase awareness of the businesses located in Downtown, and we are inviting you to participate! **Only Hollister Downtown Association Members** may apply to be a stop for the Wine & Beer Stroll. If you are interested in being a stop and would like to become a member, please call the office today. We have a limited number of stops and applications will be processed on a first come, first served basis.

- The participation fee is \$150 per business. This fee will cover the cost of your temporary one-day liquor license plus helps us pay for the wine or beer to be served at your location. Your name will be included in all advertising and will be featured on the Event Map.
- A winery or brewery will be partnered with your business. The winery/brewery will be on site at your location and will pour a 1 oz. wine or a 2 oz. beer taste to participants. We will provide the glasses for the event.
- Each participating business will be expected to provide a staff member or volunteer to serve as the greeter for their business during the event time.
- Each participating business will be required to have their Landlord complete necessary paperwork.
- Participation forms include: ABC License, Owner/Landlord Authorization Form, and the Business Owner Authorization Form.

**PLEASE RETURN YOUR PARTICIPATION FORMS AND FEE TO THE HDA OFFICE BY  
MARCH 15, 2017 TO BE INCLUDED IN THE EVENT**

For more information, please contact the Hollister Downtown Association at 831-636-8406.