

RESOLUTION No. 08-17-2026-C

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SONORA ADOPTING THE CITY OF SONORA ECONOMIC DEVELOPMENT STRATEGY 2026–2031 AND ESTABLISHING A FRAMEWORK FOR ITS IMPLEMENTATION

WHEREAS, the City of Sonora serves as the county seat, a regional center for commerce and services, and a gateway to destinations throughout the Central Sierra, including Yosemite National Park; and

WHEREAS, the City Council recognizes that a strong and resilient local economy is important to the long-term fiscal health of the City and the County of Tuolumne, the vitality of Downtown Sonora, the success of local businesses, the availability of employment and housing opportunities, and the overall quality of life of the community; and

WHEREAS, the City has undertaken previous economic development, organizational, housing, transportation, and community planning efforts that have identified opportunities and challenges related to Downtown revitalization, business development and retention, commercial vacancies, housing, workforce availability, infrastructure, tourism, community character, and long-term growth; and

WHEREAS, the Economic Development Strategy builds upon previous City and regional planning efforts, including the City's 2020 Economic Development Restart Findings Report, the 2023 Organization Review and Budget Stabilization Study, the Central Sierra Comprehensive Economic Development Strategy, Sierra Jobs First, the City's Housing Element, and other related planning efforts; and

WHEREAS, the City undertook a community and stakeholder engagement process in connection with preparation of the Economic Development Strategy, including a 2025 Community Survey that received more than 500 responses and Councilmember and stakeholder interviews; and

WHEREAS, community input identified economic growth, a stronger Downtown, additional housing opportunities, and support for small businesses as important priorities, while also emphasizing the importance of preserving Sonora's historic character, community events, and connection to the surrounding landscape; and

WHEREAS, the proposed City of Sonora Economic Development Strategy 2026–2031 is intended to serve as a five-year working document and strategic toolkit that translates community input and regional guidance into practical economic development actions appropriate to the City's staffing and fiscal resources; and

WHEREAS, adoption of the Economic Development Strategy does not itself approve or authorize any specific development project, annexation, property disposition, capital improvement, contract, grant expenditure, or other physical project identified or contemplated by the Strategy; and

WHEREAS, the Economic Development Strategy recognizes that implementation must reflect the City's limited staffing and financial resources and therefore emphasizes practical actions, partnerships, grant funding, outside expertise when appropriate, and phased implementation;

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF SONORA DOES HEREBY RESOLVE AS FOLLOWS:

The City Council hereby adopts the City of Sonora Economic Development Strategy 2026–2031, incorporated herein by this reference, as the City's strategic framework for economic development activities during the 2026–2031 planning period.

PASSED AND ADOPTED as a Resolution of the City Council of the City of Sonora, California, at a regular meeting of said City Council held on August 17, 2026, by the following votes:

AYES: _____

NOES: _____

ABSENT: _____

Signed and dated: August 17, 2026

Ann Segerstrom, Mayor, City of Sonora

ATTEST: _____
Nicole McCutcheon, City Clerk, City of Sonora

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