



CITY COUNCIL AGENDA REPORT

CITY HALL

CITY OF SONORA 94 N. WASHINGTON STREET, SONORA, CA 95370 P: (209) 532-4541

SERVICE, INNOVATION, INTEGRITY, COLLABORATION, RESPECT, LEADERSHIP

DATE: August 4, 2025

TO: Honorable Mayor and Members of the City Council

FROM: Tyler Summersett, Community Development Director, Cole Przybyla, Przybyla Advisors

SUBJECT: Receive a Presentation from Przybyla Advisors and Consider Giving Direction on Economic Development Strategies.

RECOMMENDATION:

Receive a Presentation from Przybyla Advisors and Give Direction on Economic Development Strategies.

BACKGROUND:

The City completed an Organization Review and Budget Stabilization Study in 2023. This plan included a Five-Year Strategic and Implementation Plan that outlined a number of priorities for the City across various sectors and responsibility areas. Identified tasks within the document were prioritized as well. Numerous strategies fell into the category of Economic Development. As a result, Community Development staff brought Economic Development goals from the Strategic Plan forward for implementation.

DISCUSSION / ANALYSIS:

Scope of Work items included a broad spectrum of possible activities over a one (1) to three (3) year timeline. Included below are a menu of activities that can be prioritized or delayed based on reactions to data collected and recommendations within the presentation.

Year One Activities: (including but not limited to)

Three Year Strategic Plan for Economic Development
Vacant Properties index
Welcome to Sonora package
Locals First Ordinance
Identify Grant Funding Opportunities
Submittal of at least one grant (Dome Property—CDBG)
Parking Signage Plan implementation
City Beautification award program



CITY COUNCIL AGENDA REPORT

CITY HALL

CITY OF SONORA 94 N. WASHINGTON STREET, SONORA, CA 95370 P: (209) 532-4541

SERVICE, INNOVATION, INTEGRITY, COLLABORATION, RESPECT, LEADERSHIP

Year Two Activities:

Strategic Growth Plan-Annexation, incorporate into General Plan
Cannabis Distribution ordinance
Business Attraction/expansion/retention activities
Submittal of at least one grant
Grant Management (if awarded)

Year Three Activities:

Economic Development Element—General Plan
Grant Management
Business Recruitment

FISCAL IMPACT:

This project is working from a previously approved budget of \$50,000 to hire for outside services.

ATTACHMENTS:

Presentation of Economic Development accomplishments to date

CORE COUNCIL PRIORITIES:

Fiscal Responsibility and Stability, Infrastructure and Engineering, Public Safety and Disaster Preparedness, Economic Development/Growth and General Plan, Homelessness Issues, Staffing - Salary, Benefits, Training, and Retention