



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: May 4, 2026

TO: Honorable Mayor and Members of the City Council

FROM: Ann Segerstro, City of Sonora Mayor

SUBJECT: Review and Discuss Adding to a Future Agenda a Proclamation Recognizing National Travel and Tourism Week, May 3-9, 2026, and California Tourism Month (May 2026).

RECOMMENDATION:

Review and Discuss Adding to a Future Agenda a Proclamation Recognizing National Travel and Tourism Week, May 3-9, 2026, and California Tourism Month (May 2026).

BACKGROUND:

Tourism plays a vital role in the economic vitality of the City of Sonora, Tuolumne County, and the surrounding Mother Lode Region. Visitors support local businesses, restaurants, lodging establishments, retail shops, cultural attractions, and recreational destinations, generating revenue and employment opportunities throughout the community.

The State of California recognizes May as California Tourism Month, highlighting the importance of travel and tourism to the state's economy and communities. In addition, National Travel and Tourism Week is celebrated annually to recognize the contributions of the travel industry and its positive impact on local economies nationwide.

Visit Tuolumne County serves as the destination marketing organization for the region and works to promote Tuolumne County as a premier travel destination through advertising, partnerships, visitor services, and tourism development efforts. Their work helps attract visitors to Sonora and the surrounding area, supporting local economic growth and showcasing the region's unique history, outdoor recreation, arts, and hospitality.

DISCUSSION / ANALYSIS:

The proposed Proclamation recognizes the importance of tourism to the City of Sonora and acknowledges the efforts of Visit Tuolumne County, local businesses, hospitality professionals, and community partners who contribute to a welcoming visitor experience.

Recognition of California Tourism Month and National Travel and Tourism Week provides an opportunity to celebrate the positive impact of tourism, encourage continued collaboration, and thank those who help promote Sonora and Tuolumne County as outstanding destinations to visit.



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Representatives from Visit Tuolumne County may be present at the meeting to accept the Proclamation and share brief remarks regarding tourism initiatives and regional visitor activity.

FISCAL IMPACT:

There is no Fiscal Impact to the General Fund.

ATTACHMENTS:

- Proclamation Recognizing National Travel and Tourism Week, May 3-9, 2026, and California Tourism Month (May 2026).

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