

A PROCLAMATION

OF THE CITY COUNCIL OF THE CITY OF SONORA

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

WHEREAS, National Travel and Tourism Week, May 3-9, 2026, and California Tourism Month (May 2026) provide an opportunity to recognize the importance of the travel and tourism industry and the positive impact it has on Tuolumne County and the City of Sonora; and

WHEREAS, The travel and tourism industry is a vital contributor to the economy of Tuolumne County and the City of Sonora, generating significant revenue, creating jobs, and supporting local businesses; and

WHEREAS, Visitors to the City of Sonora, in 2025, directly contributed \$497,753 of Transient Occupancy Tax dollars into the City's revenue; and

WHEREAS, The tourism sector also generated \$25.2 million in total state and local tax revenue in 2025, which supports emergency and essential services; and

WHEREAS, Visitors to Tuolumne County contributed \$304 million to local accommodations, shops, dining establishments, and recreational activities; and

WHEREAS, The tourism industry provided employment for over 4,000 individuals directly and supported thousands more through indirectly related industries and jobs; and

WHEREAS, Travel enables success for all industries—including manufacturing, agriculture, utilities, services, automotive, healthcare and more—by driving sales growth, innovation, education, and operations that power our economy; and

WHEREAS, The natural beauty, cultural heritage, and recreational opportunities of Tuolumne County attract visitors from around the world, enhancing the quality of life for residents and visitors alike; and

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Sonora hereby proclaims National Travel and Tourism Week, May 3-9, 2026, and California Tourism Month (May 2026); and

BE IT FURTHER RESOLVED, National Travel and Tourism Week, May 3-9, 2026, and California Tourism Month (May 2026) provide an opportunity to recognize the importance of the travel and tourism industry and the positive impact it has on Tuolumne County and the City of Sonora.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City to be affixed this 18th Day May of the year two thousand and twenty-six.

Signed _____

Ann Segerstrom, Mayor

Attest _____

Nicole McCutchen, City Clerk