



# 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:** January 27, 2025

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Tyler Summersett, Community Development Director

**SUBJECT:** Consider Approval of an Agreement with Przybyla Advisors to Support Economic Development Goals and Activities in the City of Sonora.

---

## RECOMMENDATION:

Consider Approval of an Agreement with Przybyla Advisors to Support Economic Development Goals and Activities in the City of Sonora.

## BACKGROUND:

The City completed an Organizational 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. The Council was also willing to put funding behind these initiatives, up to \$50,000 in the 2024-2025 budget

Staff issued a Request for Qualifications (RFQ) seeking proposals to do the work in Fall 2024. Two (2) proposals were received.

1. Mother Lode Job Training
2. Przybyla Advisors

A committee of four (4) individuals reviewed and ranked the proposals.

The proposal from Przybyla Advisors was the top ranked submittal and is being moved forward with a staff recommendation for execution.

## DISCUSSION / ANALYSIS:

The agreement for consideration is a one-year term, with two additional one-year extensions as options. Much of the City's operating budget is born by commercial activity in the City; so, supporting, enhancing and growing the City tax base is critical to delivering the services that our residents have come to expect.



## 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*

---

The scope of work (SOW) for this contract is attached, with various activities being spread throughout a potential 3-year term. For clarity, the proposed agreement will utilize the \$50,000 budget in year one, requiring new investments in 2026 and 2027 for the City Council to consider.

Included here for easy reference are some of the possible SOW items-

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

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:**

City Council previously approved \$50,000 for this contract. This investment yields roughly 400 hours of work from Przybyla Advisors at a cost of \$125 per hour. This funding also includes some reimbursement for print and production costs, so the actual number of hours may be less than the 400 already identified.



# 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*

## ATTACHMENTS:

1. Agreement (with Scope of Work)
2. Przybyla Advisors Proposal

## CORE COUNCIL PRIORITIES:

Fiscal Responsibility and Stability, Infrastructure and Engineering, Economic Development/Growth and General Plan