

SCOPE OF WORK FOR THE *City of Sonora* 2025-2026

**Prepared for Sonora City Administrator and City Council
Limited to \$100,000**

Forward

2024 Visitation

Approximately 513.7k visitors
(home distance is at least 30 miles away)

Top Overnight Visitor Origins:

- San Francisco, Oakland, Berkeley
- Sacramento, Roseville, Folsom
- Los Angeles
- San Jose, Sunnyvale, Santa Clara
- Fresno



Proposed Campaign “Step Into Sonora”

Experiential, Wellness, Affordability- As consumer travel preferences continue to shift toward experiential engagement, personal well-being, and economic mindfulness, and Sonora is well-positioned to meet the evolving needs of today’s traveler.

This tourism marketing plan presents strategically planned tactics to promote Sonora through three primary pillars: experiential travel, wellness, and affordability. By emphasizing authentic experiences—such as cultural events, outdoor recreation, and historical exploration—Sonora appeals to visitors seeking connection and meaning in their travels. The walkable downtown, and proximity to wellness-centric activities offer a restorative escape from the noise of modern life. At the same time, Sonora maintains an exceptional level of accessibility, with diverse lodging and dining options that allow travelers to enjoy quality experiences without compromising their budget.

SPECIAL PROJECTS:

Sonora Paranormal Trail- \$5,000

- The VTC team will work with the Sonora Chamber of Commerce and the City of Sonora to identify paranormal locations and VTC will then work with the technology platform, Bandwango, to create a mobile-friendly pass that aligns with the experiential travel pillar.

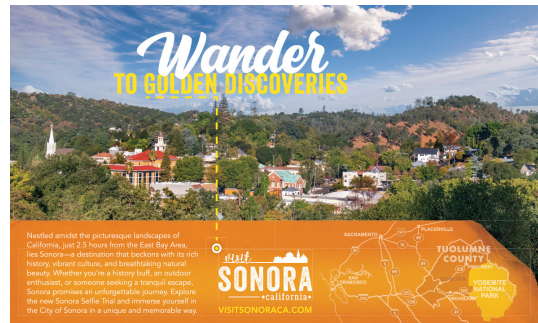
Sonora Highlight Video- \$3,000

- VTC will work with a local videographer to create a Sonora highlight video.

ADVERTISING:

Print Ads- \$6,800

- VTC will secure print ads in key markets including the East Bay Area and Sacramento. Some outlets include Diablo Magazine, 209 Magazine, Visit California Travel Guide Co-op.



Digital Ads- \$8,200

- Visit Tuolumne County will collaborate with its advertising agency to develop and deploy Sonora-focused digital advertising campaigns. These efforts may include Google Performance Max ads, targeted placements in the San Francisco Chronicle, and other strategic digital channels aimed at reaching key audience segments.

Social Ads- \$3,000

- Visit Tuolumne County's social media team will launch dedicated Sonora campaigns designed to inspire extended stays and overnight visitation. In addition, we will work in partnership with our advertising agency to implement targeted Pinterest and YouTube advertisements, leveraging Sonora highlight video to increase destination awareness and engagement.

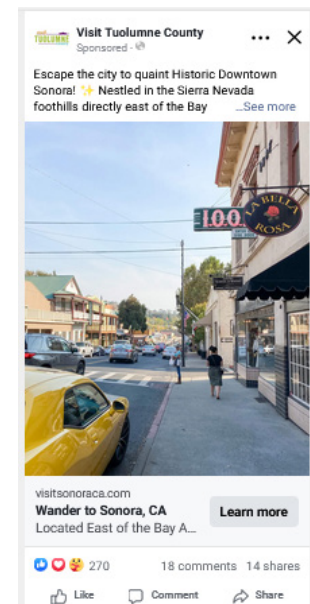
Digital Billboards- \$3,200

- Four months of digital billboard impressions (~1 million) on Highway 108 in Riverbank and Highway 120 in Manteca.

FAMILIARIZATION TOURS

Influencer Partnership- \$2,500

- VTC will source and vet an influencer partnership for the City of Sonora. This cost includes a negotiated partnership rate and costs associated with travel.



Familiarization Tour Partnership (Trade or Media)- \$1,500

- Visit Tuolumne County will host an upcoming trade/media FAM tour that will feature key experiences throughout the region, with a portion of the itinerary dedicated to showcasing the City of Sonora's unique attractions, dining, and historic charm.

SHARED MARKETING COSTS - COSTS SHARED WITH TUOLUMNE COUNTY

(Sonora: 7% of total VTC budgeted items)

Tuolumne County Travel Guide- \$6,600

- Every year VTC distributes the Official Tuolumne County Travel Guide throughout California. This cost includes a small portion of printing, distribution, and mailing costs.



VTC Website- \$1,800

- The VTC website saw 685,440 sessions in 2024-2025 and the Sonora page received 8,706 views and had a 75% engagement rate.

International Markets-\$4,800

- VTC will continue our international marketing in Mexico, Germany, and the UK.

Public Relations-\$5,900

- This cost includes the technology platform, Muck Rack, that VTC uses to send out media pitches and press releases. Also included in this cost is media conferences, VTC will attend key conferences to meet with media and pitch Tuolumne County and the City of Sonora to key media representatives.

Creative Design- \$200

- VTC works with a contracted graphic designer for all creative designs for advertising.

Education Conferences- \$1,400

- To keep up with industry and marketing trends VTC attends industry conferences. These conferences introduce the team to new products, ways of doing business, and of course the latest in market research and tourism trends.

Travel Consumer and Trade Shows- \$3,000

- Visit Tuolumne County participates in annual travel consumer and trade shows to promote the region, including dedicated efforts to showcase the City of Sonora as a key destination.

Dues and Subscriptions- \$1,100

- To leverage our partnerships and marketing reach, VTC belongs to several important industry associations. Each association is relevant to the success and growth of VTC.



Office Expenses- \$7,500

- These costs include rent, utilities, office expenses, and other costs associated with operating the VTC Visitors Center and staff offices which are located in downtown Sonora.

Payroll- \$34,000

- This cost is associated with the staff time that will be dedicated to the City of Sonora. This includes salary, benefits, payroll services, and any tax associated costs.

Visit Tuolumne County will continue to support City-hosted events by featuring them on our website's Calendar of Events and in the annual Tuolumne County Travel Guide. We will also maintain our collaborative partnership with the Sonora Chamber of Commerce to promote and enhance local events.

