



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: July 21, 2025

TO: Honorable Mayor and Members of the City Council

FROM: Jen Lopez, Marketing Manager

SUBJECT: Receive a Presentation of the Proposed Scope of Work from Visit Tuolumne County for Tourism Marketing Services Effective July 1, 2025 through June 30, 2026, in the Amount of \$100,000, and Authorize Notice to Proceed.

RECOMMENDATION:

Receive a Presentation of the Proposed Scope of Work from Visit Tuolumne County for Tourism Marketing Services, Effective July 1, 2025 through June 30, 2026, in the Amount of \$100,000, and Authorize Notice to Proceed.

BACKGROUND:

In May 2023, the City of Sonora entered into its first independent contract with Visit Tuolumne County (VTC) to support the dedicated marketing and branding of the City as a unique tourism destination within Tuolumne County. This partnership marked the City's initial investment in specialized tourism services focused exclusively on promoting Sonora's businesses, attractions, events, and community character to both regional and statewide audiences.

Since that time, VTC has implemented targeted strategies, including digital advertising, media placements, and content creation tailored to Sonora's distinct identity. The campaign efforts have aligned with key themes such as historic charm, accessibility, affordability, location, and wellness-based travel.

DISCUSSION / ANALYSIS:

For the 2025–2026 fiscal year, VTC will present a refined scope of work to continue momentum and maximize the City's visibility as a vibrant destination. The proposed services will further strengthen Sonora's position in the marketplace, with an emphasis on:

- Strategic digital ad placements and performance-driven campaigns
- Content creation
- Media and influencer outreach focused on Sonora-specific experiences
- Participation in familiarization (FAM) tours that include Sonora lodging, dining, and attractions
- Continued representation at consumer and trade shows
- Ongoing updates and optimization of the Sonora landing page on VisitTuolumne.com



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- Promotion of City-sponsored events through regional channels

This next phase of work is designed to leverage what was created through the original contract period and build on the strengths of Sonora's offerings, creating more opportunities for visitor engagement, economic growth, and local business support.

VTC will provide regular reporting to ensure alignment with City goals throughout the year.

FISCAL IMPACT:

There is No Fiscal Impact to the General Fund. Not to exceed the amount based on the percentage of revenue received. Allocation as approved in the FY 2025-26 Budget.

CORE COUNCIL PRIORITIES:

Fiscal Responsibility and Stability, Economic Development/Growth and General Plan.