

City of Sonora Economic Development Strategy

Work has already begun on the basics

SCOPE

Write + implement

UNDERWAY

Core tools + outreach



The plan is a playbook for getting the basics right



Historic Sonora

Community input and prior findings are already documented. This plan focuses on what the City can do next.

ALIGN

One shared direction across five objectives

ACT

Thirteen action items define the major bodies of work

SEQUENCE

Fifty-two implementation items move forward by readiness

TRACK

A staff toolkit keeps ownership, next steps and progress visible

500+ survey responses + Council and stakeholder interviews + prior City and regional work

Five objectives organize the work

Together they cover the functions the City can influence directly or through partners.

01

Business Basics

How will the City market Sonora, recruit attainable businesses and support current employers?

02

Placemaking & Community

How will Sonora improve the places and experiences that make the city distinct?

03

Planning & Policies

How will priority sites, housing and future growth become easier to advance?

04

Funding

How will the City track revenue and build a repeatable funding approach?

05

Workforce Development

How will employers, workers, schools and regional partners stay connected?

Thirteen action items define the major work

These are the workstreams Council is approving—not a promise to start everything at once.

OBJECTIVE 1

Business Basics

- 1.1 Select Sonora Campaign
- 1.2 Business Attraction Strategy
- 1.3 Business Retention Strategy

OBJECTIVE 2

Placemaking & Community

- 2.1 Strengthen Sonora’s Identity and Sense of Place
- 2.2 Anchor Event at Fairgrounds
- 2.3 Tourism Partnerships

OBJECTIVE 3

Planning & Policies

- 3.1 Outreach Tools
- 3.2 Active Transportation Integration
- 3.3 Sonora Growth Plan

OBJECTIVE 4

Funding

- 4.1 Revenue and Funding Reporting
- 4.2 Sustainable Local Funding Stream

OBJECTIVE 5

Workforce Development

- 5.1 Regional Workforce Partnerships
- 5.2 Annual Workforce Update

Fifty-two implementation items make the plan easy to track and use

Implementation items are specific projects, tools, partnerships and recurring activities. They are sequenced—not launched all at once.



NOW: vacancy pipeline, Select Sonora, target lists and business feedback | FUTURE: larger infill, anchor event, policy and funding initiatives

Vacancy Database

The database is designed to track change and support outreach—not just produce a one-time count.

38

commercial property records
assembled in the working inventory

01	Assemble	Address, current/last use, property type and basic site facts
02	Verify	Availability, owner or broker, asking terms and recent changes
03	Prioritize	Market readiness, chronic vacancy and where City attention can help
04	Activate	Owner outreach, prospect matching, next contact and follow-up

38 records assembled is a working inventory—not a verified vacancy total.



Downtown Washington Street

Recruitment is focused on businesses that fit Sonora now

Target operators are selected against actual sites, demand and current investment patterns.

01 Regional dining + fast casual Prioritize regional and growth-stage operators sized for Sonora—not wish-list brands outside the market today.

02 Hospitality near Mono Way / SAF Build a joint City and property-owner pitch for realistic limited-service hotel partners.

03 Site-specific outreach Match each prospect to a verified space, market evidence, a local contact and a defined next step.



SONORA COMMERCIAL CORRIDOR

Approve the plan and begin implementation

Provide final feedback, confirm the near-term priorities, and approve the 2026–2031 Economic Development Strategy.

FINAL FEEDBACK → PLAN APPROVAL → IMPLEMENTATION

NEXT 90 DAYS

- | | |
|---|---|
| 01 Publish the final plan and staff toolkit | 02 Priority Action Items brought to Council for Approval with 90 days |
| 03 Finalize priority Action Items for next 180-360 days | 04 Begin progress on low-barrier implementation items |

