



City of Sonora

"Queen of the Southern Mines"

94 North Washington Street
Sonora, California 95370

City Hall	
Administration	532-4541
Community Development	532-3508
Finance	532-4541
Human Resources	588-8946
Opera Hall	532-7725
Special Programs	532-7725
Fire	532-7432
Police	532-8143
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Cemetery	532-4492

Area Code 209
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MEMORANDUM

DATE: December 3, 2018

TO: Honorable Mayor, City Council members

FROM: Timothy A. Miller, City Administrator *TAM*

SUBJECT: Economic Development Options– Discussion and Direction

BACKGROUND

At the November 19th City Council meeting, City staff was directed to provide information regarding options for independently continuing economic development activities should the City decide to withdraw from the Tuolumne County Economic Development Authority. This agenda item is for discussion and further direction to staff while the Council awaits a decision by the Board of Supervisors whether they will agree to the requested modification to reduce the time for notice of termination. Since a termination would not be effective until the following fiscal year, the Council will have time from the date notice is given until June 30, 2019 to decide on a course of action.

DISCUSSION

Attached are various documents. They include information from CALED (California Association for Local Economic Development) and the TCEDA (Tuolumne County Economic Development Authority). The CALED information provides general information regarding economic development, performance measures and CALED's suggestions to the TCEDA Board regarding metrics. The TCEDA information includes the current Work Plan and most recent Annual Report.

Information from the Valley Sierra Small Business Development Center and the Sierra Business Council is also included. The Valley Sierra SBDC is currently under contract to the TCEDA providing business counseling services and has previously been under contract to the City for our microenterprise business program. The Sierra Business Council, which administers a separate Small Business Development Center, prepared the City's Energy Action Plan and partners with PG&E to provide energy efficiency programs. These organizations are possible resources should the City develop its own economic development plan.

Two Strategic Action Plan examples are provided for reference. Both were developed with the assistance of outside consultants encompassing input from the community, agencies, elected officials, businesses and stakeholders among others. The plans variously include goals/objectives/actions, costs, timelines, participants/partners, outcomes and performance measures.

Should the City embark on a separate course, the development of a "Strategic Action Plan" should be of foremost consideration.

Economic Development

CALED – Attachment 1

- What is Economic Development – Summary/FAQ
- Performance Measures
- Letter/EDC Metric Survey

TCEDA - Attachment 2

- Five Year Work Plan – 2017-2022
- Annual Report – March 2018

Resources

Valley Sierra Small Business Development Center – Attachment 3

- Brochure

Sierra Business Council – Attachment 4

- Annual Report – 2017

Strategic Action Plans

Opportunity Stanislaus – Attachment 5

- 5 Year Plan

Mariposa County - Attachment 6

- Economic Vitality Strategy (w/o appendices)