



ECONOMIC DEVELOPMENT



Monthly Report - May and June 2024



May and June 2024 Business Retention & Expansion Efforts

During the months of May and June 2024, the City economic development team completed 23 business retention visits.

Upon meeting with local businesses, the most common needs identified were the desire for more business workshops, intern resources, and strategies for a business development and assistance program.

23

Businesses met with in
May and June 2024

11

Meetings on Calendar
for July 2024

Types of Businesses Met with in May and June 2024:

- Business Services
- Commercial Real Estate
- Education
- Entrepreneurs/Startup
- Manufacturing
- Restaurant
- Retail
- Workforce Development





MAY AND JUNE 2024 NEW BUSINESS LICENSES

39 New Business Licenses

- A & A PRECISION SOLUTIONS
- ALEX STAVRIANOUDAKIS
- ALVAREZ TIRE SHOP
- ARFILMZ
- BRANDI EVENTS
- BRITTANY WOOD
- BUBBLE BLISS INFLATABLE DOME
- CHAMBERS CONSULTING
- CRIMZYN AND CLOVER
- DFS FABRICATION
- DOLLED UP BY ELISABETH
- EKAM BOUTIQUE TURLOCK
- ERIC RODRIGUEZ DBA ER FIX IT SOLUTIONS
- ERICK HEERA DBA TURLOCK WHOLESAL
- EVA'S TAQUERIA
- FRESH FADES BARBERSHOP
- GRAHAM AND GRAHAM INC
- HIGHWAYMILES TRANSPORT INC
- HYPE ROOM 209 DBA SHOEPLUGNOE LLC
- IMAGE ORTHODONTICS & KALI SMILES KIDS
- JANET CARROLL DBA CARROLL DECORS
- JC MORALES INSURANCE LLC
- LA BELLE MEDICAL SPA
- LA PRENDA JEWELRY
- LESLIE LARA DBA LESLIESBELLEZA CO
- MAYA LUIS
- MIRAGE AUTOMOTIVE TECHNOLOGIES
- OLIVIA MELTON DBA BARBER
- ONESOURCE DISTRIBUTORS LLC
- RELAXOLOGY MASSAGE
- ROUND OF APAWS
- SANTA CLARA TAQUERIA
- SOTO ALVAREZ
- SPEEDYS MOBILE DETAILING
- STARBUCKS COFFEE #78763
- THE BLONDEE ARTIST
- TURLOCK TRUCK STUFF LLC
- VALLEY PET CARE
- ZKB FINISH CARPENTRY



'Superfood café' coming soon to Turlock



Vitality Bowls, a Northern California restaurant brand that expects to open in Turlock by the end of the year, specializes in açai bowls, smoothies, wraps, salads and more.





TURLOCK BUSINESSES IN THE NEWS

TURLOCK JOURNAL

Comedy series based on iconic Turlock VHS store coming soon

Casting call taking place next week



The Video Box staff pose for a photo in 1983. The store and the staff's encounters will be recreated in the mini-series "VHS Forever, Hollywood!"

- Comedy Series based on iconic Turlock VHS store coming soon!
- Dust Bowl Distillery
- New food truck complex in the works for Turlock
- Hype Room 209 opening soon!

To read more about these Turlock businesses, please visit:

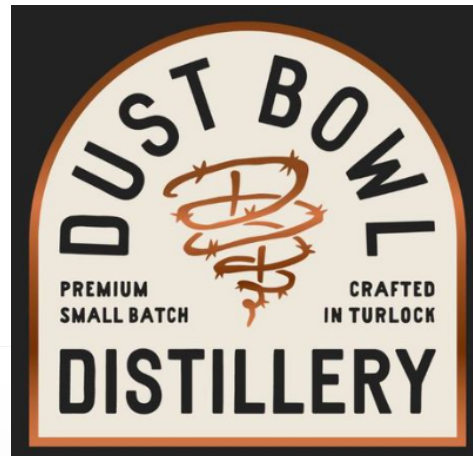
<https://www.turlockjournal.com/>

TURLOCK JOURNAL

Welcome to the Dust Bowl Distillery



Described as a boutique operation, Dust Bowl Distillery features a 140-liter CARL still enhanced by the addition of a vodka column and gin basket from Minnetonka Brewing Equipment, allowing for a broad range of spirits to be produced. It is visible to guests through the taproom's bar windows (Photo contributed).



TURLOCK JOURNAL

New food truck complex in the works for Turlock



A portion of the lot at Best Price Auto Sales, 1148 N. Golden State Blvd., will soon be home to a new food truck complex (KRISTINA HACKER/The Journal).

Turlock Journal Jun 19 · 🌐

Last week, friends Noe Reyna, 31, of Turlock and Christian Alvarez, 18, of Livingston opened the doors to Hype Room 209.



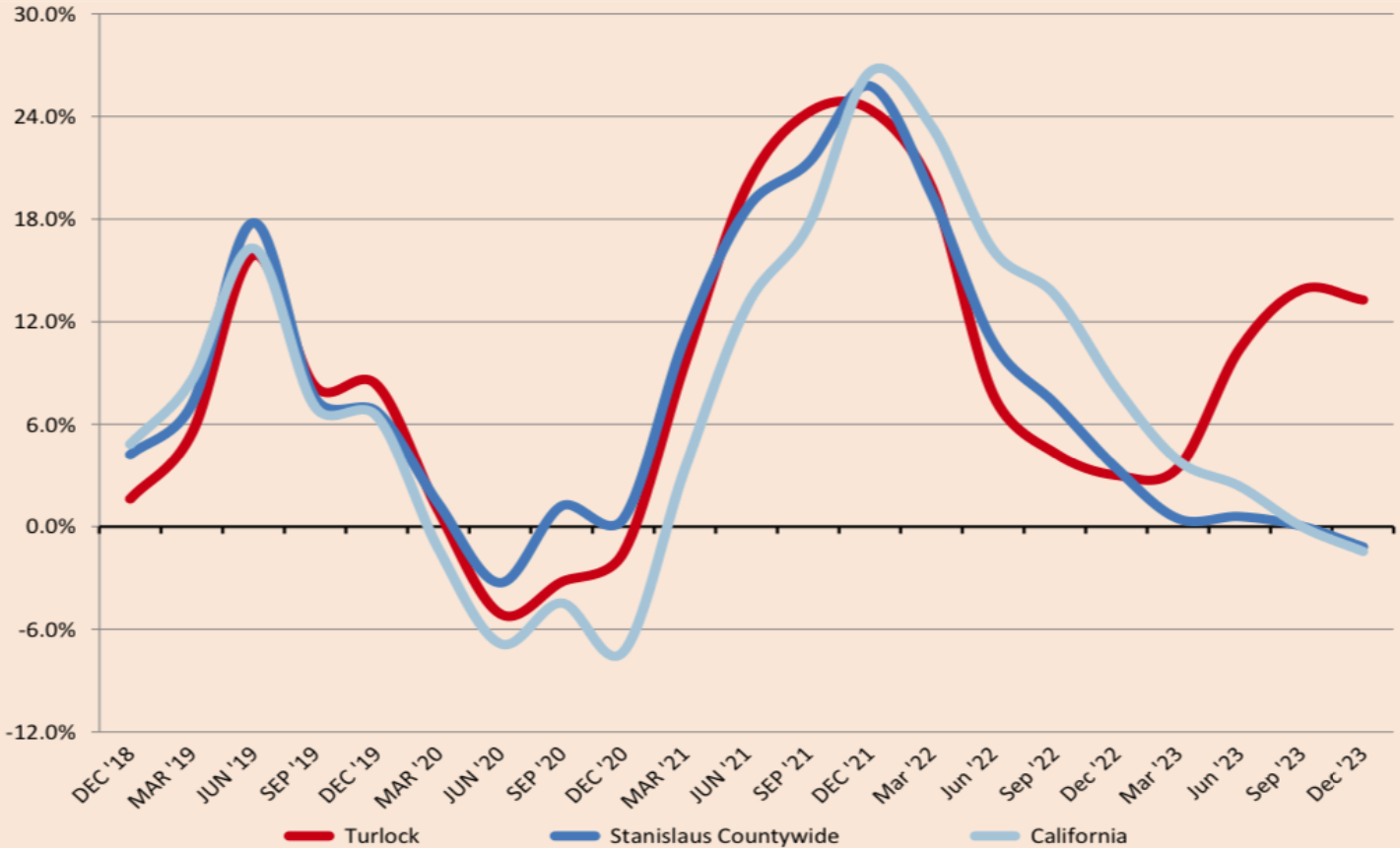
turlockjournal.com
Hype Room 209 brings high-end sneakers, streetwear to downtown Turlock



TURLOCK QUARTERLY SALES TAX UPDATE

City of Turlock 2023Q4 Sales Tax Update

Annualized Change in Sales Tax Cash Receipts



Sales Tax Revenue on a Cash Basis

	2023Q4	2022Q4	% Change
General Retail	2,713,793	1,980,700	37.0%
Food Products	739,909	802,952	-7.9%
Transportation	870,681	857,179	1.6%
Construction	261,699	495,235	-47.2%
Business To Business	468,426	542,993	-13.7%
Miscellaneous	156,960	44,049	256.3%
Gross 1%	5,211,468	4,723,108	10.3%
County Pool	804,320	992,203	-18.9%
State Pool	2,506	2,106	19.0%
County Sharing	(300,915)	(285,871)	-5.3%
Administration	(42,536)	(43,868)	3.0%
Subtotal	463,375	664,571	-30.3%
Total Sales Tax	5,674,844	5,387,678	5.3%

Sales Tax Cash Basis Performance Stanislaus County

	% Change
Ceres	-8.8%
Modesto	-12.0%
Newman	23.4%
Oakdale	0.5%
Patterson	34.4%
Riverbank	-11.0%
Turlock	5.3%
Waterford	-15.5%
Hughson	25.1%
Stanislaus County	-7.5%
Countywide	-2.2%





TURLOCK QUARTERLY SALES TAX UPDATE

General Overview

California sales tax receipts decreased by 2.6% over the same quarter from last year, with Northern California reporting a 2.8% decrease compared to a 2.5% decrease for Southern California. Sales tax receipts for the City of Turlock increased by 5.3% over the same period.

Economic Activity: Real Gross Domestic Product (GDP) increased at an annual rate of 3.2% in the fourth quarter of 2023. U.S. inflation decreased to 3.1% in December of 2023 compared to 8.1% the same month a year ago. California's headline inflation decreased to 3.5% year over year as of December of 2023. (DIR, BEA, BLS, February Finance Bulletin)

Employment: The U.S. unemployment rate decreased slightly to 3.7% in December of 2023. California's unemployment rate increased slightly to 5.1% in December of 2023, 1.0 percentage point higher than November of 2022 rate of 4.1%. (BLS, February Finance Bulletin)

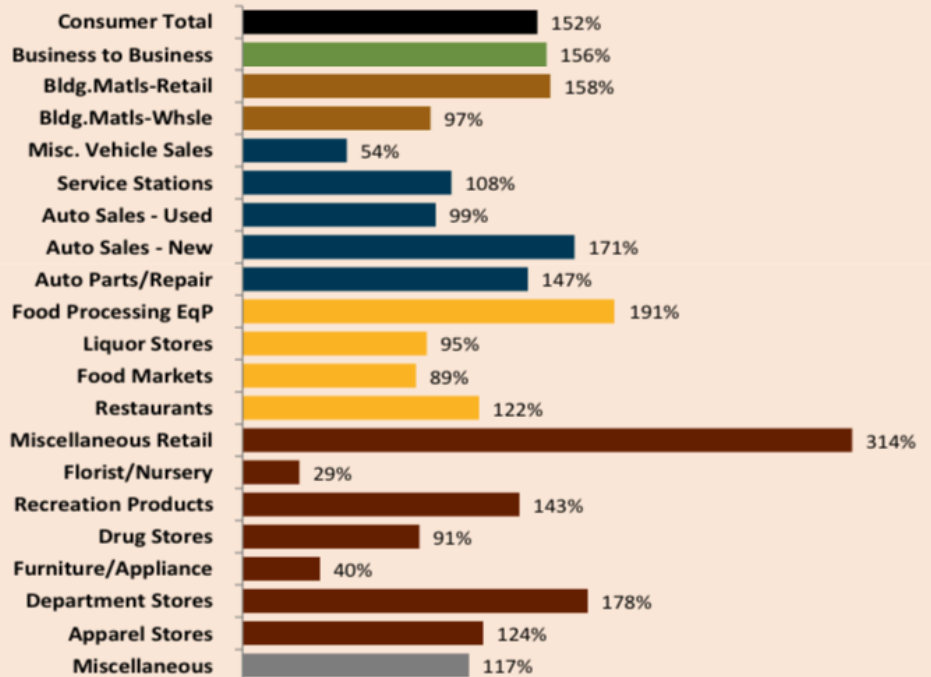
Personal Income: U.S. personal income increased by 4.6% for the fourth quarter of 2023, compared to same quarter previous year. Compensation of employees increased by 6.1% while personal current taxes decreased by 10.5% from the previous period, resulting in a net gain of 7.0% in disposable income. The increase of disposable income generated a 31.6% increase in US personal savings for the fourth quarter of 2023, compared to same quarter previous year. (BEA)

Quarterly Business Activity Performance Analysis

2023Q4 Taxable Sales	\$ 531.0 million
2022Q4 Taxable Sales	\$ 454.4 million
Percent Change	16.8%



4th Quarter 2023 Sales Tax & Capture Gap Analysis Report STANISLAUS COUNTY REGION



Top 25 Sales & Use Tax Generators

The list is alphabetical and is based on sales from January, 2023 through December 2023. These twenty five businesses generate 59.3% of Turlock's Sales and Use Tax Revenue.

AMAZON.COM - EC	HOME DEPOT	SAFEGWAY SERVICE STATIONS
AMAZON.COM SERVICES - EC	INDPT. ELECTRIC SUPPLY	SMITH CHEVROLET
ARCO AM/PM MINI MARTS	JOE M.GOMES AND SONS	TARGET STORES
BONANDER PONTIAC/BUICK/GMC	KOHL'S DEPARTMENT STORES	TJ MAXX
CHEVRON SERVICE STATIONS	LOWE'S HOME CENTERS	TURLOCK CRYSLR DDGE JEEP RAM
COSTCO WHOLESALE	MCDONALD'S RESTAURANTS	UNITED RENTALS
DICK'S SPORTING GOODS	N & S TURLOCK	VALERO SERVICE STATIONS
FIRE HOUSE COOPERATIVE - MMD	ROSS STORES	WAL MART STORES
GARTON FORD TRACTOR		

FINDING FOOD FITS

No emerging tenant story is complete today without a portion being dedicated to food. Is this another trend accelerated by the pandemic? Yes. Are there certain dining and ambiance features unique to California? Also yes.

Wayne Williams, vice president of retail marketing at Lewis Retail Centers, sees non-chain bistro pubs as an extremely popular niche for his Golden State centers. There are three concepts, in particular, that are on their second and third locations within Lewis' portfolio. These include Fire Rock Burgers & Brews, which is opening its second Lewis location at the Marketplace at Calimesa; Kenwood's Kitchen & Tap, which will open its second location at Town Center at the Preserve in Chino; and Left Coast Brewery, which will debut its third location at the Collection in Ontario.



Wayne Williams,
Lewis Retail Centers

Quick-service restaurants with small or limited menus are what's thriving at PECO's centers, Sheehan says. These include Roll Em Up Taquitos, Dutch Bros. Coffee, 7 Brew and SWIG.

Rosen notes that the restaurant's concept, menu and following are all important when evaluating a potential tenant's merits. On the flipside, he adds that landlords would do well to offer spaces that cater to the California lifestyle.

"Restaurants with patios that spill into outdoor public spaces

is one of the biggest attractions right now," he adds. "As consumers look for increasingly new and pleasing experiences, they are drawn to restaurants with patios that transition to common areas or outdoor public spaces, reminiscent of al fresco sidewalk dining abroad."

This was the atmosphere Centennial was hoping to help Nardò Italian Restaurant create when it moved into Pacific City. Its offerings include outdoor areas that overlook Pacific Coast Highway and the ocean. They also connect to the center's common areas — which should be a priority for landlords in and of themselves, Sheehan asserts.

"One way landlords can show that they're working together with tenants is by improving common areas with landscaping, lighting, seating, art installations or interactive features," he says. "Modern tenants appreciate flexible spaces and well-designed centers. For common areas, consider adding outdoor seating, green spaces and investing in public art installations."



Lewis Retail Centers has witnessed a big uptick in non-chain bistro pubs, with a few concepts, such as Kenwood's Kitchen & Tap, opening multiple locations within its portfolio. The outpost above is at Town Center at the Preserve in Chino.

Modern tenants also appreciate modern consumers, which means their spaces sometimes need to be designed in a very purposeful manner. This is particularly true with tech-forward concepts.

Lewis Retail Centers, for example, has opened a Starbucks Café at Town Center at the Preserve that primarily fulfills in-app orders. The space features a large preparation area and very limited indoor and outdoor seating. Chipotle also recently opened at the center, but this concept only caters to in-app drive-thru orders. It doesn't allow for any on-site/walk-up ordering.



"We believe that the app-only category was driven by the pandemic," Williams says. "Not to say that it wouldn't have happened eventually, but I think it really accelerated the adoption of app-based pickup concepts and features for operators. It's a little too early to tell how successful these concepts will be, but we know the app-only trend has increased dramatically, so we anticipate it will do well at these locations."

Sheehan thinks pandemic-accelerated concepts can certainly thrive in California's retail centers. Like other strategies, however, making these a success means landlords and tenants have to work together to get the space right and inform the consumer about the offering.

For landlords, he says communication is key.

“Maintain open lines of communication and regularly discuss concerns, opportunities and shared goals,” Sheehan says. “Provide resources like tenant portals, social media guidance and event coordination. You should also spotlight the tenant through a success stories-type feature on the center’s social media platforms.”

For tenants, flexibility in a tight market will always be a sound strategy.

“Begin your search well in advance,” Sheehan advises. “In tight markets, good spaces get leased quickly. Be prepared to act swiftly when you find a suitable option. Also, while it’s essential to have specific requirements, be open to alternative layouts or adjacent neighborhoods. Flexibility increases your chances of finding a space that fits your needs.”

NEW & NOVEL

Food and daily needs will almost certainly remain a major part of shopping center trends discussions. So will health and wellness when you’re in California. Then there is the one constant that is ever present no matter what: change.

Consumers tend to love it or hate it, depending on what the concept is, just how far out of the box it can take them and whether or not it’s social media worthy.

With the state being a hotbed for nationwide trends, landlords have certainly gotten a sense of what’s working, what has potential and what may be expanding.

“People are always on the lookout for their next social experience,” Rosen says. “They want opportunities to engage with friends and family — something savvy shopping centers can help them do.”

Centennial has assisted in these measures by opening American Ninja Warrior Adventure Park and Round1 Bowling & Arcade at MainPlace Center in Santa Ana.

Sandy Sigal, president and CEO of NewMark Merrill Companies, is also big on physical entertainment. He notes some of today’s hottest tenants within that category incorporate pickleball, bowling and go-carts. Sigal also believes arcades like Dave & Buster’s are here to stay.



Sandy Sigal,
NewMark Merrill
Companies

When it comes to California, though, Sigal has his eye on another trend. One that tends to go hand in hand with the state’s health and wellness focus. Because if there’s one thing Californians love more than themselves, it may be their pets.



One strategy used to reinvent and modernize indoor malls is adding outdoor patios and exterior entrances to draw people in.

CALIFORNIA CONSENSUS FORECAST

Sales Tax Trends & Economic Drivers

Thanks for joining us for an update on California's Retail Economy with the latest 1Q 2024 data.

Transcription, slides, and video are now available for your review!



Ken Nordhoff



Bret Plumlee

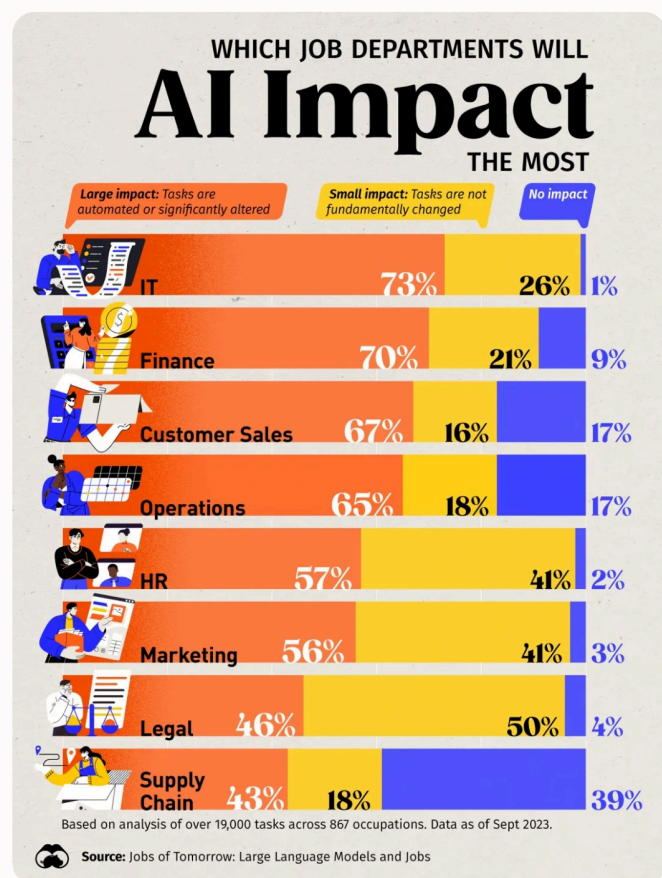
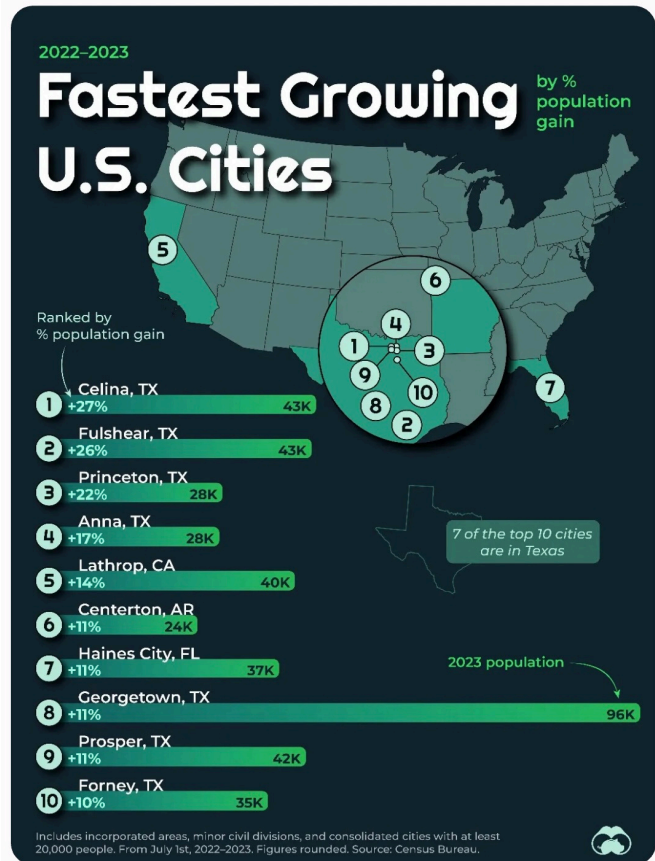


Susie Woodstock

HdL Companies

To view this presentation please visit:

https://www.hdlcompanies.com/resources/webinar/california-consensus-forecast-1q-2024-data?utm_source=Client+%26+Non-Client&utm_campaign=1aa0582084-EMAIL_CAMPAIGN_2024_03_04_06_42_COPY_01&utm_medium=email&utm_term=0_-abb4aebf8a-%5BLIST_EMAIL_ID%5D





ATTRACTION EFFORTS

Industries Pursuing:

- Manufacturing
- Logistics
- Family Entertainment
- Trending Franchises/Restaurants/Retailers
- Technology Firms
- Workforce Development Organizations



2751 Countryside Drive



Demographics	Within 20 miles
Population	640,882
Average HH Income	\$81,026
Traffic Counts	
HWY 99 -	75,000 CPD
W Monte Vista -	36,386 CPD
Countryside Dr -	16,079 CPD



MAY AND JUNE 2024 BUSINESS WORKSHOPS

Presented by the Valley Sierra SBDC and the City of Turlock

E-COMMERCE FOR SMALL BUSINESSES

A THREE PART WORKSHOP SERIES

Session 1: Intro to E-commerce
 APRIL 10th 10:00am - 11:30am
 • Understanding the E-commerce Landscape
 • E-commerce Platforms and Technologies
 REGISTER: bit.ly/turlockecommerce1

Session 2: Get Your Business Ready to Sell Online
 APRIL 24th 10:00am - 11:30am
 • Developing an E-commerce Strategy
 • Building Your Online Store
 REGISTER: bit.ly/turlockecommerce2

Session 3: Dive into the Digital Marketplace
 MAY 8th 10:00am - 11:30am
 • Leveraging Online Marketing Channels
 • Managing Customer Relationships and Feedback
 REGISTER: bit.ly/turlockecommerce3

Session 1: APRIL 10TH
 Session 2: APRIL 24TH
 Session 3: MAY 8TH

All Sessions: 10AM-11:30AM

Location for All Sessions:
 Turlock City Hall
 156 S. Broadway, Turlock, CA

Instructed by
Kathryn Kim Ramos
 SBDC Advisor and Digital Marketing Consultant

E-Commerce for Small Businesses Session 3

5/8/2024 from 10am - 11:30am, at Turlock City Hall.



CA SB 553 Workplace Violence Prevention Law Information Session

6/21/2024 at Carnegie Arts Center in Turlock, CA.

CA SB 553 INFORMATIONAL SESSION

In this seminar you will learn:

- Details on each section and mandate of the new labor code and possible Cal OSHA citations
- How to stay compliant by effective date **July 1st, 2024**
- Recommended no cost or low cost solutions

REGISTER NOW

June 21, 2024 | 10:00AM | Carnegie Arts Center
 250 N Broadway, Turlock, CA 95380

PRESENTED BY:





UPCOMING BUSINESS WORKSHOPS

ACCESS TO CAPITAL WITH SBA July 25

- Government Contracting
- Access to Capital
- Counseling & Training
- Disaster Assistance

Attention: Small Business Entrepreneurs, start ups and existing businesses. Come learn what the U.S. Small Business Administration (SBA) has to offer regarding access to capital.

Access to Capital with Small Business Administration (SBA)

Date: 7/25/2024 from 11:30 a.m. - 1:30 p.m.

Location: Carnegie Arts Center- Turlock, CA





WORKFORCE DEVELOPMENT TALENT DEVELOPMENT



California State University, Stanislaus:
The WEI Fair
Date: 5/8/2024

Location: CSU Stanislaus

The Warrior Entrepreneurship & Innovation (WEI) Fair took place on May 8th, 2024 at CSU Stanislaus.

A day full of innovation provided networking platforms for entrepreneurs, students, and community members to connect with investors, mentors, and customers.

The event featured a resource expo, meet and greets, and an innovation showcase where community and student entrepreneurs showcased innovative products, services, and ideas in interactive demos. For more information on the WEI Program, visit:

<https://www.theweigroup.com/>





WORKFORCE DEVELOPMENT TALENT DEVELOPMENT



It was a pleasure hosting Turlock Unified School District (TUSD) and Stanislaus Partners In Education (SPIE) last month for a tour of the City's facilities and operations.

These are both great local organizations focused on creating and investing in pathways for the next generation!

With so many growth and development opportunities within the City, it is always exciting to witness the impact on the residents, workers, business owners, and leaders of tomorrow.

If you would like more information on either of these organizations, be sure to stop by their respective websites!

<https://www.stanislauspartners.com/>

<https://www.turlock.k12.ca.us/departments/educational-services/career-technical-education>



COMMUNITY EVENTS



Mayor Amy Bublak and City staff celebrated Kirkes Electric’s 75 year celebration at the end of June.

Carnegie Arts Center hosted their annual Block Party on Saturday, June 15th, 2024.

Walmart Neighborhood on Geer Road revitalized their facility and celebrated with a community celebration. Walmart Neighborhood on Geer Road is the top performing Walmart Neighborhood store in the nation!

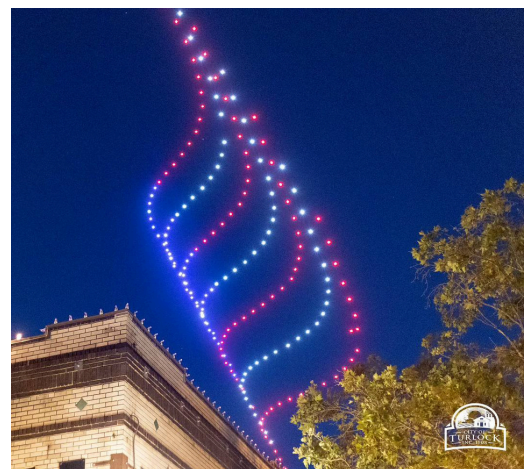


COMMUNITY EVENTS

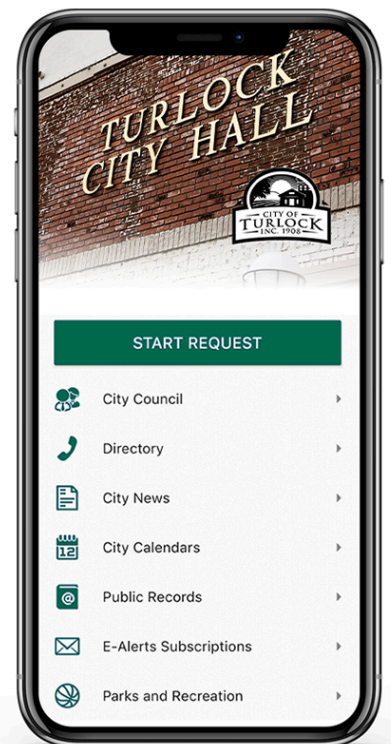
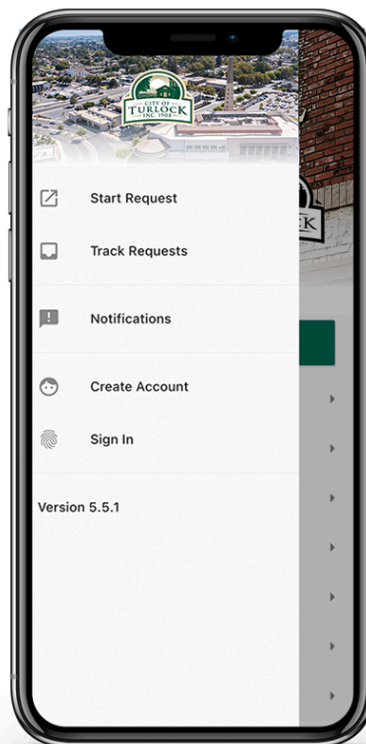
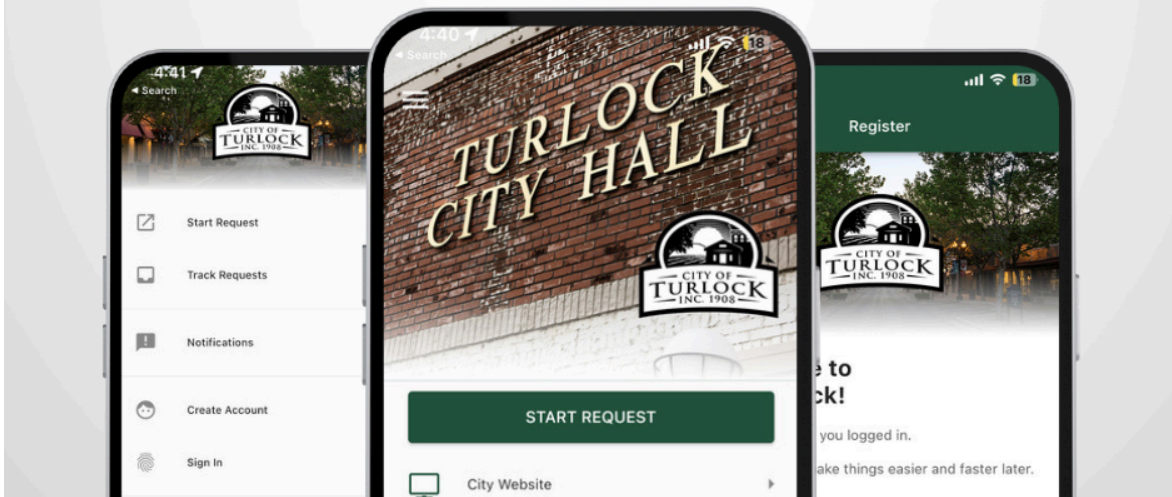






The annual Stanislaus County Fair will take place July 5th, 2024 through July 14th, 2024. Last year's fair brought in over 220,000 visitors, this year's fair is expected to do the same and possibly bring in more visitors to Turlock. To view the full fair schedule visit: <https://stancofair.com/>

In collaboration with the Turlock Downtown Property Owner's Association and the City of Turlock, this year's Downtown Turlock Independence Day Celebration was one to remember. This year's event featured a parade, car show, and the first ever 4th of July drone show! Visitors witnessed hundreds of drones take flight from downtown rooftops and showcased a holiday themed light show in the sky that could be seen from miles around.



Download My Turlock Citizen Requests & Notifications Mobile App



-  Report Issues
-  Access Information
-  Submit Service Requests
-  Receive Notifications

COMMUNICATION UPDATES



PRESS RELEASE

STANISLAUS COUNTY SET TO EXTEND CONTRACT FOR
1617 COLORADO AVENUE FACILITY AT TUESDAY'S
BOARD OF SUPERVISORS MEETING

See attached Press Release & Letter



156 South Broadway
Turlock, California 95380
<https://www.cityofturlock.org>
209.669.2828

FOR IMMEDIATE RELEASE

Contact: Reagan Wilson
City Manager
(209) 668-5540



156 South Broadway
Turlock, California 95380
<https://www.cityofturlock.org>
209.669.2828

FOR IMMEDIATE RELEASE

Contact: Reagan Wilson
City Manager
209.668.5540

STANISLAUS COUNTY SET TO EXTEND CONTRACT FOR 1617 COLORADO AVENUE FACILITY AT TUESDAY'S BOARD OF SUPERVISORS MEETING

Turlock, CA | June 20, 2024 – The Stanislaus County Board of Supervisors is scheduled to consider extending the County's contract with A&A Health Services, LLC ("Alamo Health") for adult residential services at 1617 Colorado Avenue during their upcoming meeting on Tuesday, June 25, 2024.

This facility, previously known as Las Palmas Estates, is being relicensed by Alamo Health from its former senior residential status to an Adult Residential Care facility with significantly enhanced behavioral health services that Stanislaus County will pay for under its proposed contract extension.

The arrangement with Alamo Health, originally approved last year, provides for placement by the County Behavioral Health and Recovery Services to the 1617 Colorado Avenue facility. This County decision was made without prior consultation with Turlock's residents, leading to concerns about the flawed County process.

Mayor Amy Bublak stated, "We aim to ensure that all voices are heard in decisions affecting our residents. Our community seeks and deserves transparency and communication from the County."

Tuesday's County meeting presents an opportunity for Turlock residents to understand the project's scope and impact and to express their thoughts, concerns, and opinions to County decision-makers.

City Manager Reagan Wilson added, "It's important for our community to be informed about decisions that affect them. The County's decision to use 1617 Colorado Avenue will have a major impact on our city."

Key Information for the Community:

- Meeting Time and Date: Tuesday, June 25, 2024 at 9:00 am
- Location: 1010 10th Street, Ste 6500 Modesto, CA 95354
- Subject: Consideration of contract extension with A&A Health Services for 1617 Colorado Avenue
- Details: The facility is proposed to provide housing and care services for vulnerable populations

Included with this press release is a copy of City Manager Reagan Wilson's letter to the County Board of Supervisors, regarding this issue. Residents are encouraged to check the County Board of Supervisors official website, stancounty.com/board/, regularly for any amendments or changes to the meeting details.

###

MEDIA ADVISORY

Senator Marie Alvarado-Gil to Lead Press Conference with Stanislaus and Merced County, along with City of Turlock Public Safety Officials Opposing the Release of Sexually Violent Predators Kevin Gray and Timothy Weather.

TURLOCK– On Friday, June 21, 2024, Senator Marie Alvarado-Gil will join Stanislaus County District Attorney Jeff Laugero, the Stanislaus County Sheriff's Office, Turlock Police Chief Jason Hedden, Stanislaus County Supervisor Vito Chiesa, and Merced County Sheriff Vern Wanke for a press conference at 1:30 p.m. in the Rotunda at the Turlock Police Department.

The Turlock City Mayor and Council vehemently oppose the release of Sexually Violent Predators (SVP) Kevin Gray and Timothy Weather into our community and/or the surrounding areas. There will be a press conference held regarding this matter at the date and time listed here.

Press Conference Details

Time: 1:30 p.m.

Date: Friday, June 21, 2024.

Location: Turlock Police Department - 244 N. Broadway, Turlock CA.

###

COMMUNICATION UPDATES



City Council Meetings

WHEN:

The Turlock City Council meets the second and fourth Tuesday of each month at 6:00 p.m.

LOCATION:

156 S. Broadway, Turlock, CA, 95380

City Council Meeting Agendas can be viewed here:

<https://www.cityofturlock.org/government/turlockcitycouncil/councilmeetings.asp#2>

City Council Meetings can be viewed live on our Turlock City Hall YouTube Channel:

<https://www.youtube.com/channel/UCctmLzJYoM50m5IEp52k-CA>

City Council Meetings

As a reminder, City Council meets the second and fourth Tuesday of each month at 6:00 p.m.



City of Turlock Planning Commission Meetings

WHEN:

The Turlock Planning Commission holds regular scheduled meetings on the first Thursday of each month at 6:00 p.m.

LOCATION:

156 S. Broadway, Turlock, CA, 95380

Turlock Planning Commission Meeting Agendas can be viewed here:

<https://www.cityofturlock.org/government/commissionscommittees/planningcommission/planningcommissionmeetings.asp>

Turlock Planning Commission Meetings

The Turlock Planning Commission holds regular scheduled meetings on the first Thursday of each month at 6:00 p.m.



**C O M M U N I C A T I O N S
U P D A T E**

Did you know?

You can stay up to date on City of Turlock announcements and information by visiting the following website and social media pages.



<https://www.cityofturlock.org/>

facebook

<https://www.facebook.com/CityofTurlockCityHall>
<https://www.facebook.com/CityofTurlockEconomicDevelopment>

Instagram 

<https://www.instagram.com/city.of.turlock>

LinkedIn

<https://www.linkedin.com/company/city-of-turlock/>

**To stay up to date on FREE business workshops,
resources, and events visit:**

www.cityofturlock.org/businessresources

