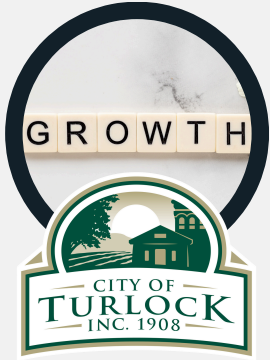


ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - November 2024



The City of Turlock's 3rd annual job fair took place on 11/13/2024, and hosted 58 employers and 390 jobseekers.

3RD ANNUAL CITY OF TURLOCK
JOB FAIR

Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) is a critical component of economic development. The primary focus of BRE initiatives is to support existing businesses within the City.

Existing businesses contribute significantly to job creation and economic stability. By helping them grow, communities can sustain economic health and reduce the risk of business closures.

During the months of November 2024, City of Turlock Economic Development Department staff met with 26 local businesses.

***Annual Business Retention and Expansion (BRE) Visits: 98 meetings and counting!**
(reporting period is 7/1/2024 - June 30/2025)

Pictured Below:

-Central Valley Business Expo 11/8/2024
-CEO of Opportunity Stanislaus, Dave White and Economic Development Director for City of Turlock, Anthony Sims



Pictured Below:

-Business Seminar at Central Valley Business Expo
-Attendees at the Central Valley Business Expo exploring the resource section of the expo.



Business Retention and Expansion (BRE)

New Business Spotlight:

Gray's Tavern

130 W. Main Street, Turlock, CA 95380

209.778.7700

contact@graystavern.com

Hours of Operation:

Open Daily @ 11a.m.

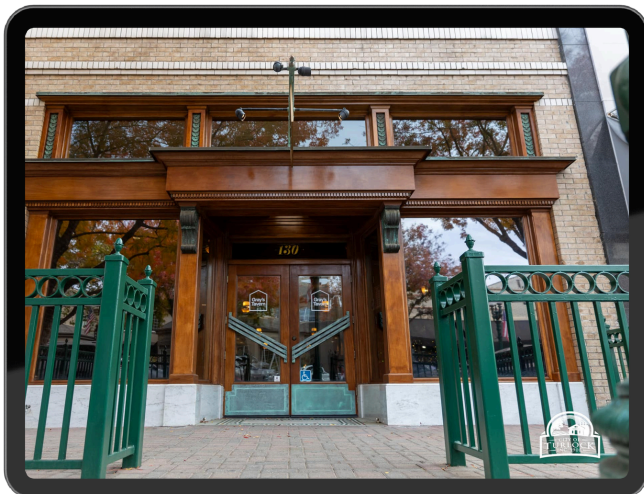
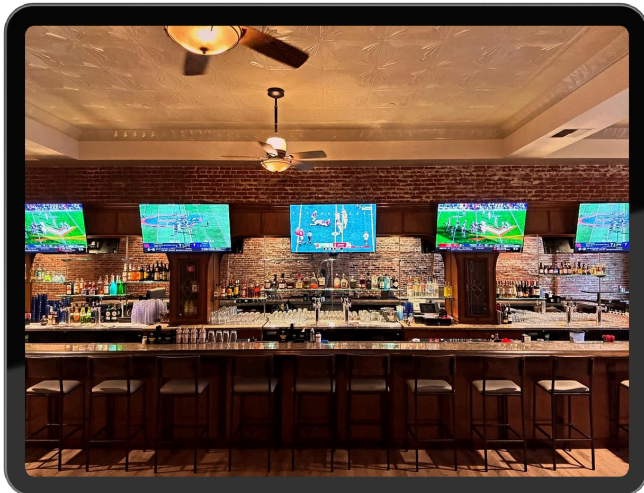
Football Sundays @ 10 a.m.

Closed Tuesdays

Social Media Accounts:

https://www.instagram.com/grays_tavern/?hl=en

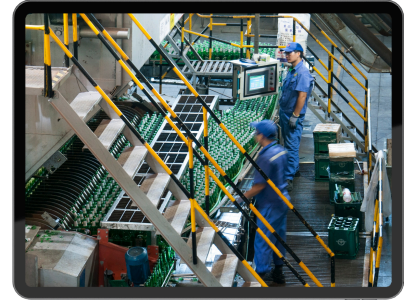
<https://www.facebook.com/profile.php?id=61568560884337>



Workforce Development - Talent Development

Workforce development within economic development refers to a set of strategies and activities designed to enhance the skills, knowledge, and capabilities of the local labor force to meet current and future economic and industry needs.

It is an important element of economic development because a well-trained and adaptable workforce is vital for attracting and retaining businesses, fostering innovation, and driving economic growth.



Free Fresno State - Parent University Virtual Courses for All Turlock Residents!

The City recently partnered with Fresno State - Parent University to offer no-cost virtual courses to all Turlock residents (of all ages). Upon completion of each 4 week course, participants will receive a certificate from Fresno State University. There were 103 registrations for the first session that started in October 2024.

To register for future courses visit:
<https://cge.fresnostate.edu/oced/parent-university.html>



Pathway to College



Financial Literacy



Digital Literacy 4

FRESNO STATE
Parent University

NO COST VIRTUAL CLASSES
OCTOBER 2024
Classes Start week of the 21st

Free for Turlock Residents! (All Ages)
Fresno State Certificate provided upon completion
*Enrollment Dates Listed on Backside

Classes Offered

- DIGITAL LITERACY 1-4
- PATHWAY TO COLLEGE
- ENGLISH CONVERSATION
- PROFESSIONAL DEVELOPMENT
- FINANCIAL LITERACY
- SMALL BUSINESS DEVELOPMENT
- HEALTH AND WELLNESS
- SOCIAL EMOTIONAL LEARNING
- PARENTING SKILLS
- SPANISH CONVERSATION

Virtual 4 Week Classes
Evenings Via Zoom
6:30pm-8:30pm
Monday/Wednesday Sessions
Tuesday/Thursday Sessions

REGISTER TODAY!

CALL: 509.278.8710
TEXT: 509.558.9318

FRESNOSTATE.EDU/PARENTUNIVERSITY
PARENTUNIVERSITY@MAIL.FRESNOSTATE.EDU

Free for Turlock Residents! (All Ages)
Enrollment Dates Below (6 sessions per year)
Fresno State Certificate provided upon completion

FRESNOSTATE
Parent University

| 2024 | | | | | | | | | | | | | | | | | | | | |
|---------|----|----------|----|-----------|----|----|----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|
| JULY | | AUGUST | | SEPTEMBER | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 28 | 29 | 30 | 31 | | | | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 29 | 30 | | | | | |
| OCTOBER | | | | | | | NOVEMBER | | | | | | | DECEMBER | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 29 | 30 | 31 | | | | |
| 2025 | | | | | | | | | | | | | | | | | | | | |
| JANUARY | | FEBRUARY | | MARCH | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 29 | 30 | 31 | | | | |
| APRIL | | MAY | | JUNE | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 29 | 30 | 31 | | | | |

■ New Registrations Open
 ■ Class START Week
 ■ Reminded/Class are either MonthEnd or Two/Three Months Recipients Alerts
 ■ Session DELETED
 (#) Reminded/Class are either MonthEnd or Two/Three Months Recipients Alerts

For further information, contact: Anthony Sims
 Economic Development Director
 City of Turlock
 209.668.6031
 ASims@turlock.ca.us

Workforce Development - Talent Development

3rd Annual City of Turlock Job Fair

The annual City of Turlock Job Fair took place Wednesday, November 13, 2024 from 10 a.m. - 2 p.m. at New Life Christian Center. This year's event featured 58 local employers and over 380 jobseekers!

Participating employers included:

- US Cold Storage
- Associated Feed
- Dust Bowl
- Turlock Sports Park
- Bronco Wine
- California Dairies
- City of Turlock
- Turlock Police Department
- Fastenal
- Garton Tractor
- Hilmar Cheese
- American Medical Response
- Stanislaus County Sheriff's Department
- Pactiv Evergreen
- Supherb Farms
- and more!



Wednesday
November 13, 2024

🕒 10 A.M. - 2 P.M.

📍 **New Life Christian Center**
2918 W. Tuolumne Rd., Turlock, CA

Let us help you find a career!

40+ Employers

- Dress for success and bring your resume
- Meet and interview with employers
- Discover job opportunities
- Resume critique
- Training and career information
- And more!

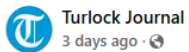
The EDD, an equal opportunity employer/program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling 1-209-576-6118. TTY users, please call the California Relay Service at 711.



Attraction

Attraction strategies within economic development are designed to draw new businesses, industries, and investments to a region. These strategies typically involve a combination of marketing, incentives, infrastructure development, and partnership-building to create a compelling case for businesses to relocate or expand.

In November 2024, the City of Turlock Economic Development and Development Services staff announced the breaking news that Chick Fil A is coming to Turlock!



City economic developer Anthony Sims announced Friday that plans are underway for a Chick-fil-A restaurant to come to Turlock.



TURLOCKJOURNAL.COM

Turlock lands Chick-fil-A; sets its sights on Trader Joe's, others

It's that time of year when thoughts are centered on turkey. But soon enough, most everybody...



From the Turlock Journal Article:

"We've been working on this for about 15 months now," said Sims. "It's a very important project. The mayor (Amy Bublak) has been instrumental in this, the planning team, engineering, leadership ... we've all had a hand in this." - Anthony Sims, City of Turlock Economic Development Director

Sims hopes that Chick-fil-A is just the tip of the iceberg for Turlock business expansion.

"We want to go after businesses that our community wants," said Sims. "They've expressed desires for HomeGoods, Chick-fil-A, Trader Joe's, Sprouts, Cabela's, Topgolf ... so we want to go after these types of businesses and let them know about Turlock."

HomeGoods opened in Turlock this past summer. Trader Joe's is a high-end grocery store chain, Sprouts Farmers Market offers natural and organic foods; Cabela's is a retailer that specializes in outdoor equipment; and Topgolf is a sports-entertainment driving range.

Read the full Turlock Journal article here:

<https://www.turlockjournal.com/news/local/turlock-lands-chick-fil-a-sets-its-sights-on-trader-joes-others/>

Business Workshops

Supporting start-ups and entrepreneurs is a strategic investment within economic development. Innovation can drive new ideas, technologies, and create the “Spark” of a new business to open up, resulting in job creation, and adding more value to the local economy. One of the ways that the City of Turlock supports start-ups and entrepreneurs is by providing no-cost business workshops and implement business development programs. Business workshops take place within the City of Turlock monthly, and have different topics and strategies presented by different guest speakers.

City of Turlock Small Business Development & Assistance Program

In collaboration with Pressert Marketing, the City of Turlock’s newly launched Small Business Development and Assistance Program provides strategic consulting and business development strategies to elevate Turlock small businesses. The businesses eligible to participate must be Turlock businesses that have a business license with the City of Turlock, operate out of a commercial location in Turlock, have no more than 50 employees, and not be part of a franchise or corporate chain.

The business development program is limited to 100 businesses and will provide up to \$3,500 (while funds last) for online business ads through Google Search Ads and Meta (Facebook/Instagram) Ads.

A promotional graphic for the City of Turlock Small Business Development and Assistance Program. It features a dark background with a white and orange abstract shape on the left. The text reads: "City of Turlock Small Business Development and Assistance Program", "GET UP TO \$3,500 AND/OR FREE SERVICES FOR YOUR BUSINESS". Below the text are icons for a globe, Google, Facebook, and Instagram. At the bottom, it says "| Google Ads |" and "| Social Media Ads |". A photo of three women in a meeting is partially visible on the left side of the graphic.

For more information on City of Turlock business workshops & business development programs please reach out to:

Anthony Sims - Economic Development Director
ASims@turlock.ca.us

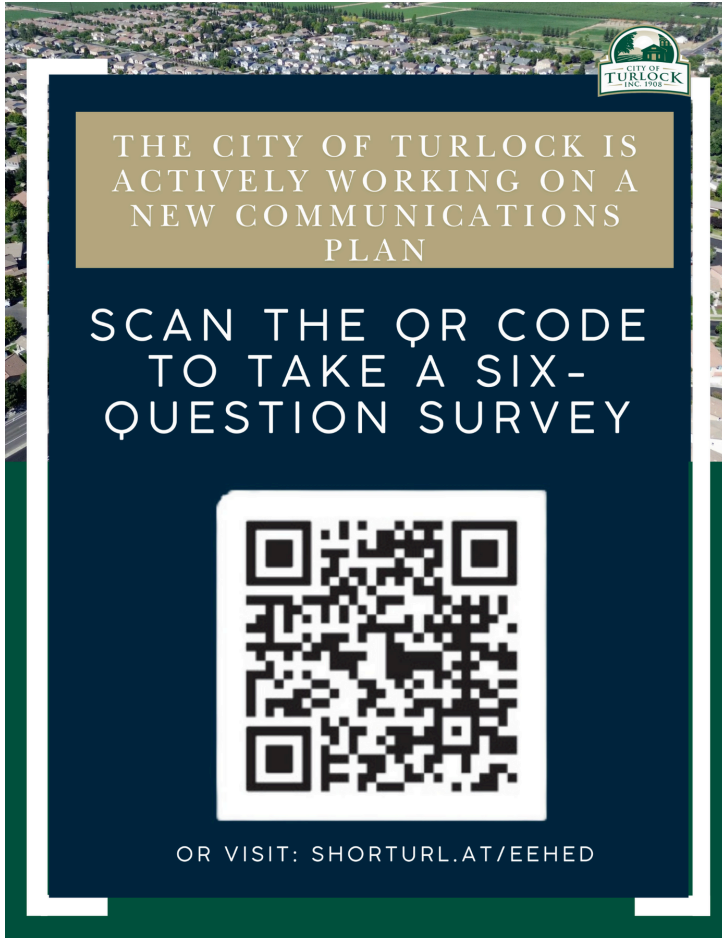
Enroll Here:



Community Events

City of Turlock Communications Plan

- The City of Turlock is in the beginning stages of putting together a City of Turlock Communications Plan.
- Members of the public are encouraged to share constructive feedback and identify the ways to improve City communication.
- Please take the short six (6) question survey below!
- Stay tuned for exciting updates as our new Communications Plan takes shape in the months ahead.



Download the
City of Turlock Mobile App





AGES 12 & UNDER
 1 Mile Run \$20.00

AGES 13 & UP
 1 Mile Walk \$20.00
 No age category prizes. Just for fun!

(OR)
 2 Mile Run \$25.00

REGISTER
 Until October 17 to secure a custom race shirt!
 Registrations after 10/17 will not be guaranteed a race shirt

Prizes for top finishers in each age category and all participants will be entered into the opportunity drawing!

CONTACT US
 209-668-5594
 recreation@turlock.ca.us
 Register.CommunityPass.net/TurlockCity

CITY OF TURLOCK INC. 1908

HEAD TO HEAD
 50TH TURKEY TROT RACE

| | | |
|---------------|-----------|-----------------|
| 49 | WINS | 0 |
| 0 | LOSSES | 0 |
| TURKEY TECH | SCHOOL | MOO UNIV |
| 25 MPH | TOP SPEED | 25 MPH |
| EAT MORE BEEF | MOTTO | EAT MORE TURKEY |

TURKEY TOM vs **BETSY COW**



SPONSORED BY
City of Turlock & Turlock Dental Care

Presented by
DOWNTOWN TURLOCK

FESTIVAL OF LIGHTS

TURLOCK'S OFFICIAL CHRISTMAS TREE LIGHTING
26th Annual Ceremony

TURLOCK CENTRAL PARK | **NOVEMBER 29** | **5:00PM-9:00PM**

KICKING OFF THE HOLIDAY SEASON

- Drone Show
- Local Restaurant Eats
- Live Holiday Music
- 100 Unique Vendors
- Downtown Shopping
- Local Traditions & Holiday Magic

Performances by Westside Ministries, Alegria Performing Arts & more!



45th Annual Turlock Downtown Christmas Parade

A NEW NIGHT

Friday, December 6th
6:30pm

45th Annual Turlock Christmas Parade Route

www.cityofturlock.org/christmasparade

Portable Restroom Locations

1. Canal Dr. @ Berkeley Ave.
2. Canal Dr. @ Colorado Ave.
3. Canal Dr. @ Bell Ave.
4. Main St. @ Lyons Ave. (Denair Park)
5. Main St. @ Thor
6. Main St. @ Golden State (Central Station)
7. Main St. @ Broadway
8. Stan. Co. Fairgrounds (parking lot)

Accessible restrooms are indicated with this symbol

SPONSORED BY
Turlock Chamber of Commerce

TURLOCK TRANSIT

HOLIDAY LIGHTS SHUTTLE

Experience the best holiday lights in the city on a Turlock Transit shuttle

Monday, 12/9 - Saturday, 12/14

Weekdays: 5pm, 6pm, 7pm, & 8pm
Saturdays: 5pm, 6pm

Roger K. Fall Transit Center
1418 N. Golden State Blvd.
Turlock, CA 95380

FREE

TurlockTransit.com/HolidayLights

(209) 668-5600

Holiday Lights Shuttle

Our free Holiday Lights Shuttle is back!

Enjoy a 45 minute tour of the best holiday light displays in Turlock from 12/9-12/14, including Christmas Tree Lane

Advance reservations are required; bookings available on/after Mon., 12/2. For more info visit www.turlocktransit.com/HolidayLights



TURLOCK TRANSIT

Free Rides in December

December 1 - 31, 2024
All public transit services in Merced and Stanislaus counties will be free during the month of December as part of a joint, free-fare program. See how easy riding transit can be!

Christmas Parade

December 6, 2024 (6:30 p.m.)
Want to watch the Christmas Parade but don't want to deal with parking and traffic congestion? Transit will provide a direct route to the parade. Route 4 will run a modified (reduced) route from 2:30pm-9pm and continue to serve the bus stop at E. Canal & Main St. for anyone wanting to see the Christmas Parade. Route 5 will suspend service starting at 4pm.

A free, one-way shuttle is provided for carpool drivers associated with a Christmas Parade entry, allowing them to leave a car at the Fairgrounds. [Learn more: www.turlocktransit.com/ChristmasParade](http://www.turlocktransit.com/ChristmasParade)

Holiday Lights Shuttle

December 9-14, 2024
Take a free, 40-45 min. transit tour of some of the best holiday lights in Turlock, including a trip down Christmas Tree Ln. While this service is open to everyone, space is limited and we want to encourage participation by those that may not have other transportation options. Reservations are required. Call (209) 668-5600 on/after 12/02/24 to book a trip. All shuttles depart the Transit Center at the designated time, which is 5pm, 6pm, 7pm or 8pm (weekdays) and 5pm or 6pm (Saturday). [Learn more: www.turlocktransit.com/HolidayLights](http://www.turlocktransit.com/HolidayLights)

Stuff the Bus

December 13, 2024 (12pm-4pm) - Transit Center
We will be collecting donations of new, unwrapped toys, games and/or sports equipment for distribution to local children in need during this holiday season. Visit us in the north parking lot of the Roger K. Fall Transit Center (1418 N. Golden State Blvd.) and help us "stuff the bus" with donations! We are proud to partner with Turlock Together and The Salvation Army for this worthy and worthwhile cause. [Learn more: www.turlocktransit.com/StuffTheBus](http://www.turlocktransit.com/StuffTheBus)

(209) 668-5600 | 1418 N. Golden State Blvd. Turlock, CA 95380 | TurlockTransit.com



Free Rides in December!





COMMUNICATIONS UPDATE

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

