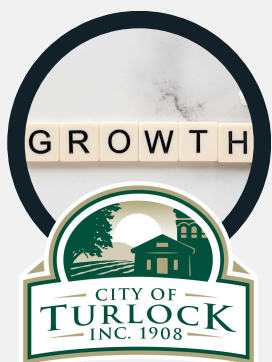




ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - October 2024

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 October 2024, City of Turlock Economic Development Department staff met with 16 local businesses.

***Annual Business Retention and Expansion (BRE) Visits: 72 meetings and counting!**
(reporting period is 7/1/2024 - June 30/2025)

Pictured Below:
Turlock Business, Rise N' Brew Bakery and Coffee Shop featured on GoodDay Sacramento



Pictured Below:
Owner's of The Grand Oak celebrate their 5 Year Anniversary





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.

Annual City Job Fair

The annual City of Turlock Job Fair will take place Wednesday, November 13, 2024 from 10 a.m. - 2 p.m. at New Life Christian Center. This year's event anticipates having 60 local employers participating.

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.

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	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	1 2	1 2 3 4 5 6 7
6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
12 13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29 30	29 30 31
2025	FEBRUARY	MARCH
JANUARY	S M T W T F S	S M T W T F S
S M T W T F S	1 2 3	1 2 3 4 5 6 7
1 2 3 4 5 6	4 5 6 7 8 9 10	8 9 10 11 12 13 14
7 8 9 10 11 12 13	11 12 13 14 15 16 17	15 16 17 18 19 20 21
14 15 16 17 18 19 20	18 19 20 21 22 23 24	22 23 24 25 26 27 28
21 22 23 24 25 26 27	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	1 2	1 2 3 4 5 6 7
6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29 30	29 30 31

■ New Registrations Open
 ■ Class Start Week
 ■ Remineral Classes are either Worked or Take/Thurs
■ Remote Participation Allowed
 ■ Session de Oro
 (#) Remineralized Low classes are Low/Mineralize & Water/Chlorine

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

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.

On October 15, 2024, the City of Turlock Economic Development and Development Services team provided a tour of the City and the Westside Industrial Specific Plan (WISP) to Real Estate Professionals and Commercial Developers. The objective of the tour was to showcase the City as an optimum place to develop and thrive as a business.



Points of Interest


City Bus Tour Start: Turlock City Hall

- 1 CSU Stanislaus
1 University Circle, Turlock CA 95382
- 2 Pedretti Sports Complex
2400 N Tegner Rd, Turlock, CA 95380
- 3 Amazon FC - MCE1
3200 Fulkerth Rd, Turlock, CA 95380
- 4 United States Cold Storage
3500 W Canal Dr, Turlock, CA 95380
- 5 Divert, Inc.
4407 West Main Street, Turlock CA 95382
- 6 Valley Milk, LLC
400 N Washington Rd, Turlock, CA 95380
- 7 Blue Diamond Growers
1300 N Washington Rd, Turlock, CA 95380
- 8 Supherb Farms
300 Dianne Dr, Turlock, CA 95380
- 9 Superstore Industries
2600 Spengler Way, Turlock, CA 95380
- 10 Sensient Natural Ingredients
151 S Walnut Rd, Turlock, CA 95380


Return to Turlock City Hall








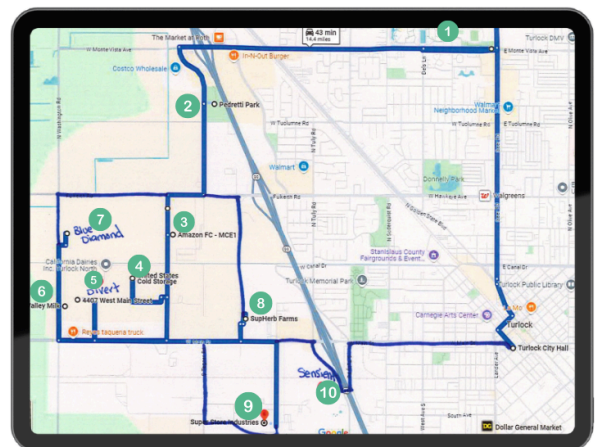
LEARN HOW TO DO BUSINESS IN TURLOCK!



CITY OF TURLOCK BY THE NUMBERS



 <p>POPULATION: 72K</p>	 <p>20 MILE RADIUS POPULATION: 500K</p>	 <p>AERIAL VIEW OF TURLOCK</p> <p>* MONTE VISTA CROSSINGS</p>
 <p>HOME TO POWER RETAIL CENTER * MONTE VISTA CROSSINGS (#4 IN CA, #8 IN THE U.S)</p>	 <p>40K JOBS • QUARTERLY SALES TAX REPORTS: POSITIVE NUMBERS FOR 13 OF THE LAST 14 QUARTERS</p>	



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. Business workshops take place within the City of Turlock monthly, and have different topics and strategies presented by different guest speakers.

On Tuesday, October 29, 2024, from 11 a.m. - 1 p.m. the City of Turlock partnered with celebrated News Reporter, Alan Sanchez to host a second session on “How to Get your Business on the News”. The event was hosted at Carnegie Arts Center.



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.

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

Community Events

Community Conversation about City Communication and Engagement 10/24/2024

- The City of Turlock is in the beginning stages of putting together a City of Turlock Communications Plan.
- The City hosted a community workshop on 10/24/2024 at Carnegie Arts Center.
- Members of the public in attendance had the opportunity to share constructive feedback and identify the ways to improve City communication.
- Stay tuned for exciting updates as our new Communications Plan takes shape in the months ahead.



You're Invited:

SHARE YOUR THOUGHTS ABOUT CITY COMMUNICATION & ENGAGEMENT

TWO WAYS TO PARTICIPATE:

IN PERSON
Thursday, Oct. 24, 6-7:30 p.m.
 Carnegie Arts Center (250 N. Broadway)

ONLINE – Take a short survey

Join us for a listening session with representatives from the City of Turlock to share feedback about the City's communication and engagement efforts.

Can't make the meeting, but want to share your thoughts?

Take our short online survey about citywide communication efforts.
 Visit shorturl.at/EehEd.


 cityofturlock.org

Ph: 209-669-2828 • Email: communications@turlock.ca.us



Can't make the meeting, but want to share your thoughts?

Take our short online survey about citywide communications efforts.

Visit shorturl.at/EehEd or scan the QR code




Career Fair at Stan State



City of Turlock Mobile App



Download MyTurlock





Community Events



THE CITY OF TURLOCK PRESENTS...

50TH ANNUAL TURKEY TROT

NOVEMBER 23, 2024



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





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

