



ECONOMIC DEVELOPMENT



**SEPTEMBER
2023 REPORT**

SEPTEMBER 2023 BUSINESS RETENTION & EXPANSION EFFORTS

During the month of September 2023, business retention and expansion activities consisted of meeting with local businesses and attending community events throughout Turlock.

Upon meeting with local businesses and organizations, the most common needs identified were recruiting resources, business resource workshops, family entertainment options, and inquiries regarding housing options for potential incoming employees.

TYPES OF BUSINESSES MET WITH IN SEPTEMBER

- Accounting
- Business Services
- Commercial Development
- Community Development
- Energy
- Family Entertainment
- Retail

17

Businesses met with in
September 2023

12

Meetings on Calendar for
October 2023

COMMON NEEDS

- Recruiting Resources
- Family Entertainment
- Business Workshops
- Housing Options



TURLOCK BUSINESSES IN THE NEWS

September 2023

Throughout the month of September 2023, numerous Turlock businesses found themselves spotlighted in the local news.

A major highlight featured a story identifying Monte Vista Crossings as one of the top retail power centers in the nation. A retail power center is defined as a large retail property featuring three or more anchor tenants/"big box" stores, and an array of smaller retailers, restaurants, and other shopping options sprinkled between. Monte Vista Crossings ranked #9 in the county, and #5 in the state of California as a major power retail center. The article also shared how Turlock was one of two cities within Stanislaus County that experienced a growth in quarterly sales tax numbers. Turlock experienced a 13.8% increase, while Patterson showed a 5.2% increase in quarterly sales tax figures.

TURLOCK JOURNAL

Turlock sees marked increase in sales tax revenue

Monte Vista Crossings one of top retail centers in state



Sales Tax Cash Basis Performance Stanislaus County

| | % Change |
|-------------------|----------|
| Ceres | -3.7% |
| Modesto | -3.2% |
| Newman | -9.2% |
| Oakdale | -7.8% |
| Patterson | 5.2% |
| Riverbank | -8.6% |
| Turlock | 13.8% |
| Waterford | -33.7% |
| Hughson | -28.9% |
| Stanislaus County | -9.1% |
| Countywide | -2.6% |

TURLOCK BUSINESSES IN THE NEWS

September 2023

Other Turlock businesses in the news included Dust Bowl Brewery, Blue Diamond Growers, and new businesses, Kasa Furniture, Nothing Bundt Cakes, and Shah Groceries.

To read more about these exciting Turlock businesses visit turlockjournal.com

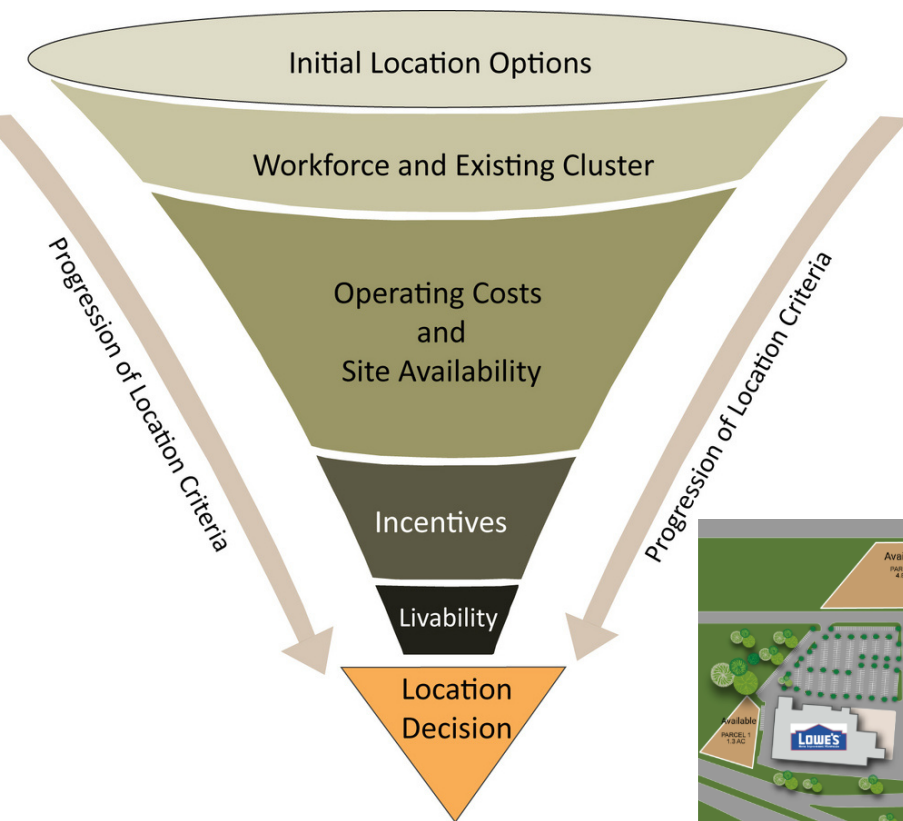




ATTRACTION EFFORTS

Industries Pursuing:

- **Semiconductor Manufacturing**
- **Family Entertainment**
- **Trending Franchises**
- **Trending Restaurants**
- **Trending Retailers**
- **Technology Firms**
- **Workforce Development Organizations**



WORKFORCE DEVELOPMENT TALENT DEVELOPMENT OPPORTUNITIES



**THURSDAY
NOVEMBER 9, 2023**

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. This employer seminar is provided for education and information purposes only; it does not constitute an endorsement of the curriculum or speakers by the State of California EDD or by the EAC. Aside from staff designated to represent the EDD, we assume no responsibility for the accuracy, legality, or content of the materials provided during this event.

Apply Now

City of Turlock
EDD Employment Development Department
State of California
Turlock

City of Turlock Annual Job Fair

Date: 11/9/2023 from 10 a.m. - 2 p.m.

Location: New Life Christian Center

*sponsored by the City of Turlock, EDD, and the Turlock Chamber of Commerce



BAY VALLEY TECH

**\$25/Hour
Paid Tech Internships**

Web Design • Software Development
Digital Marketing • Tech Sales • IT Help Desk

Accelerate Your Tech Career!

- Flexible part-time program
- Supportive community & mentors
- Project-based instruction, online lessons, daily discussion groups and weekly in-person classes

Apply Online!
bayvalleytech.com

Gold Award for Best Technical School
209 Magazine

Free Code Academy
Free Digital Skills Bootcamp

Program Sponsors
Bank of Stockton • Raymus Foundation
OtterSoft • Oak Valley Community Bank
World Financial Group • Turlock Adult School

Bay Valley Tech Alumni Work at:
Apple • Tesla • Walmart.com
E&J Gallo • Tyler Technologies
Turlock Schools

Snap a photo Share this opportunity with friends & family!

Bay Valley Tech

\$25/Hour Paid Tech Internships

Bay Valley Tech has now expanded services to Turlock residents offering Free Code Academy, Free Digital Skills Bootcamp, and \$25/hour paid tech internships. Apply here:
bayvalleytech.com

SEPTEMBER 2023 BUSINESS WORKSHOPS

At Turlock City Hall on Thursday, September 28th, businesses from the region had the opportunity to learn about the free business resources Stanislaus County Workforce Development offers businesses within Stanislaus County.

STANISLAUS COUNTY WORKFORCE DEVELOPMENT

INTRO TO BUSINESS SERVICES

Get a view of the services we offer. We can help.

Our Business Services Team in conjunction with the City of Turlock, is proud to present this workshop which is designed to inform local businesses of the valuable resource that are available to them via Stanislaus County Workforce Development.

TOPICS TO BE COVERED:

- Work-based Training Services
- Work Experience Services
- Layoff Aversion and Rapid Response Services
- Labor Market Information (LMI)
- Sector Partnerships
- Partner Agencies



JOIN US ON:

SEPTEMBER 28, 2023 | 10 AM - 11:30 AM
156 S. BROADWAY TURLOCK, CA 95380

Need Help developing these skills?

Call to register | (209) 558-WORK | jobseeker@stanworkforce.com | stanworkforce.com

STANISLAUS COUNTY
WORKFORCE
DEVELOPMENT

A proud partner of America's **JobCenter**
of California™

STANISLAUS COUNTY WORKFORCE DEVELOPMENT | Business & Client Services
251 E. Hackett Rd, Modesto CA 95358 | (209) 558-8556 | www.stanworkforce.com

Topics covered included:

- Free HR Hotline for businesses
- Paid on the Job Training (employers eligible for up to 75% reimbursement)
- Paid Internships (100% of wages paid to participant by Stanislaus County Workforce Development)
- Marketing for Current Job Openings at local businesses
- Wage Analysis Reports
- And more!

For more information, visit:

<https://www.stanworkforce.com/businesses>



UPCOMING 2023 BUSINESS WORKSHOPS

Be on the look out for the following upcoming business workshops and events:

Marketing and Branding Your Business

Date: Thursday, 10/5/2023 from 2 p.m. - 3:30 p.m.

Location: Turlock City Hall (Yosemite Room)

*sponsored by the Valley Sierra SBDC and the City of Turlock



Free IN-PERSON Business Workshop

Presented by the Valley Sierra SBDC and the City of Turlock

BRANDING YOUR BUSINESS

We Will Be Covering

- BASIC PRINCIPLES OF BRANDING
- HOW TO INCORPORATE BRANDING INTO YOUR BUSINESS
- IMPORTANCE OF CUSTOMERS UNDERSTANDING YOUR BRAND
- AND MORE!

SCAN ME



Instructed by

BRYAN JUSTIN MARKS

SBDC DIGITAL MARKETING CONSULTANT & OWNER/CONSULTANT OF BJM CONSULTING

Location: TURLOCK CITY HALL
156 S. Broadway,
Turlock, CA 95380

Date/Time: Thursday, 10/5/2023
2:00 p.m. - 3:30 p.m.

REGISTER HERE

bit.ly/brandingworkshopturlock

FUNDED IN PART THROUGH A COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. ALL OPINIONS, CONCLUSIONS, AND/OR RECOMMENDATIONS, EXPRESSED HEREIN ARE THOSE OF THE AUTHOR(S) AND DO NOT NECESSARILY REFLECT THE VIEWS OF THE SBA OR THE CENTRAL CA SBDC NETWORK.

SEPTEMBER 2023 COMMUNITY EVENTS



Montana Park Celebration 9/28/2023

On the afternoon of Thursday, 9/28/2023 Senator Marie Alvarado-Gil presented the City of Turlock a check in the amount of \$435,000 to go towards Phase 2 of Montana Park. Special thanks to Senator Alvarado-Gil for making this park a reality for Turlock residents!

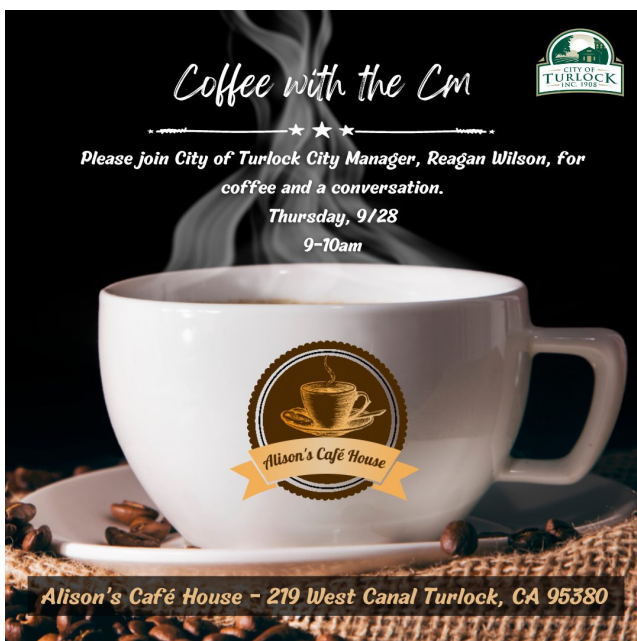


Coffee with the CM

"Coffee and Conversations" is a great opportunity to meet and get to know Turlock City Manager, Reagan Wilson.

Be on the lookout for a date and location each month, as the "Coffee and a Conversation" series will continue monthly throughout 2023.

We strongly encourage all citizens to engage and participate in this community event series.



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.



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

