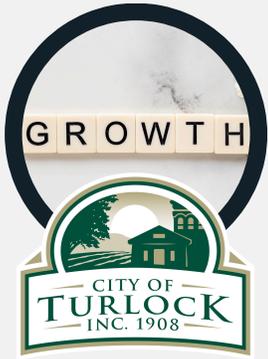


ECONOMIC DEVELOPMENT & COMMUNICATIONS

Monthly Report - January and February 2025



Whether you're looking for industrial, manufacturing, or commercial retail sites, Turlock is open for business!



***Pictured Above:** Turlock's WISP (Westside Industrial Specific Plan). A prime location for industrial and manufacturing companies in Turlock. WISP businesses provide 4,000+ jobs to the region...and growing!

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 January 2025 and February 2025, City of Turlock Economic Development Department staff met with 30 local businesses.

***Annual Business Retention and Expansion (BRE) Visits: 141 meetings and counting!**
(reporting period is 7/1/2024 - June 30/2025)

Pictured Below:

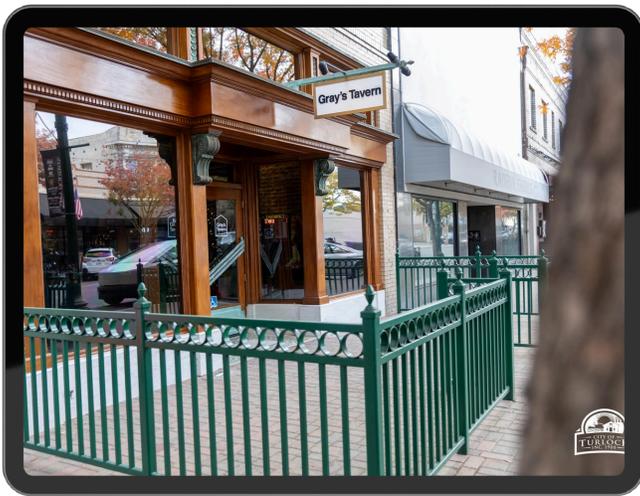
- Mayor Amy Bublak celebrates the grand opening of North Turlock Grocery Outlet
- CVAR - Central Valley Association of Realtors (Turlock Council) presented an Economic Development Update from the City of Turlock at the Turlock Chamber of Commerce Building.



Business Retention and Expansion (BRE)

New Businesses that Opened in the last 6 months:

- HomeGoods
- Hummus Republic
- Corn'ed Korean Dogs
- Jamba Drive Thru
- Divert, Inc.
- New Town Cafe
- Grays Tavern
- Happy Claw Arcade
- Cajun Bento
- North Turlock Grocery Outlet
- The Brick
- Meadow & Rose Children's Boutique
- Moon Child Crystal Shop & Modern Living



Business Retention and Expansion (BRE)

Coming Soon:

- Staybridge (88 Room hotel) on Sun Valley Court (near Hobby Lobby)
- Chick Fil A
- Mirage Banquet Hall (and 5 story, 120 Room Fairfield Hotel)





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, 30 registrations in November 2024, and 130 registered for February 2025.

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

FRESNO STATE Parent University **TURLOCK** INC. 1908

No Cost Virtual Classes

March 2025

Classes Start Week Of March 3rd

Program Details

- Classes held twice weekly
- Monday/Wednesday sessions
- Tuesday/Thursday sessions
- Evenings via Zoom 6:30p.m. - 8:30p.m.

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



2024							2025						
JULY							JANUARY						
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
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				
AUGUST							FEBRUARY						
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15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				
SEPTEMBER							MARCH						
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15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30	31				
OCTOBER							APRIL						
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NOVEMBER							MAY						
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DECEMBER							JUNE						
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15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				



- Classes Offered**
- Digital Literacy 1-4
 - English Conversation
 - Financial Literacy
 - Health and Wellness
 - Parenting Skills
 - Pathway to College
 - Professional Development
 - Small Business Development
 - Social Emotional Learning
 - Spanish Conversation

Contact Us

Call: 559.270.0719
Text: 559.550.5318
Email: parentuniversity@mail.fresnostate.edu
Web: fresnostate.edu/parentuniversity

How to Register

Visit the Fresno State Parent University website or scan the QR code to access the March 2025 registration form.

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

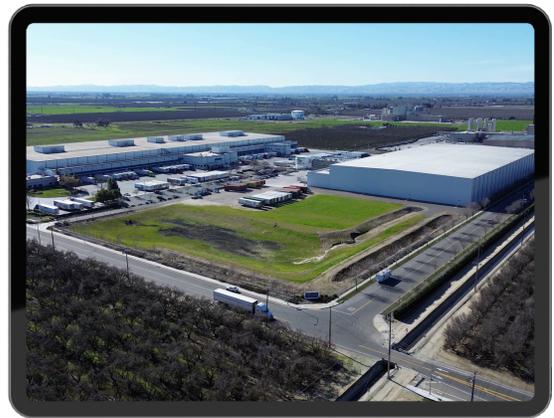
Attraction

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.

The WISP (Westside Industrial Specific Plan) is a key asset to our Turlock community, fostering a thriving industrial ecosystem that supports local businesses, creates jobs, and strengthens Turlock's economy.

Through smart planning and strategic growth, this area continues to drive innovation, sustainability, and opportunity—all while reinforcing a circular economy that benefits our entire city.

We're proud to showcase the vision behind this development and excited for what's ahead!



Would you like to see a Trader Joe's in Turlock?

The City of Turlock Economic Development team has started a campaign to request a Trader Joe's in Turlock! The City is asking for community members to visit the Trader's website and submit a request for a Trader Joe's in our city.

PLEASE visit the link below to request a Trader Joe's in Turlock!

<https://www.traderjoes.com/home/contact-us/request-a-store>



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.



SMALL BUSINESS FUNDING EXPO

This no-cost in-person workshop will teach small business owners how to access capital from different funding sources.

Scott Rogalski
Nor Cal SBDC

GUEST SPEAKERS

Randy Icelow <i>Moose Credit Union</i>	Kimberly Bird <i>US Bank</i>	Jared Steinwert <i>F&M Bank</i>	Marsha Carr <i>Success Capital</i>

Key Discussions & Insights

- ✓ SBA LOANS
- ✓ SMALL BUSINESS LOANS
- ✓ SMALL BUSINESS CREDIT
- ✓ MICRO LOANS

Location: **Carnegie Arts Center**
250 N. Broadway, Turlock, Ca

29 January 2025 from 12 PM - 1:30 PM

SCAN THE QR CODE Or Visit: <https://shorturl.at/0NeI9>



City of Turlock Small Business Development & Assistance Program

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.

City of Turlock

Small Business Development and Assistance Program

GET UP TO

\$3,500

AND/OR FREE SERVICES FOR YOUR BUSINESS

| Google Ads |
| Social Media 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

Enroll Here:





On 1/24/2025 the City of Turlock leadership team was alerted that Foster Farms will be laying off 519 employees by May 2025.

The announcement advised that 519 Foster Farms employees would be let go in May 2025, and the following Foster Farms Facilities located in Turlock will be closing:

- **The fresh turkey operations located at 500 F. Street, Turlock, CA.**
- **Turkey Live Haul located at 550 C. Street, Turlock, CA**
- **And Turkey feed mill, located at 3600 W. Main Street, Turlock, CA.**

ECONOMIC IMPACT

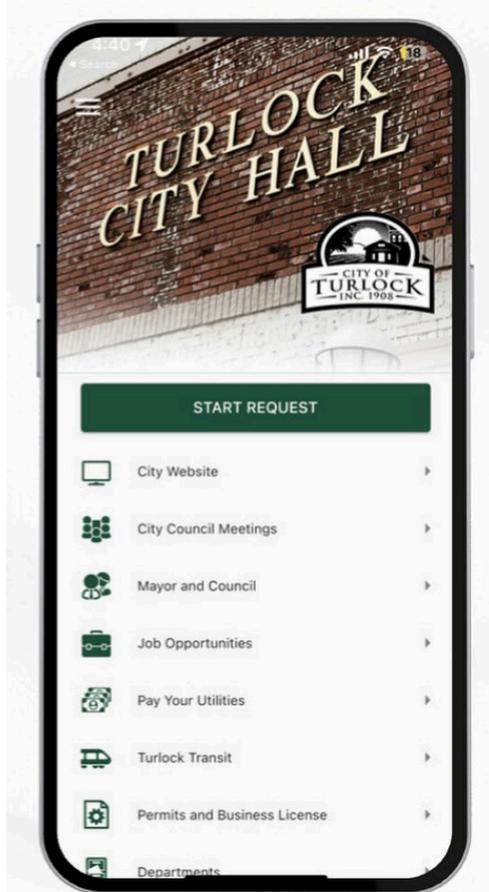
- **Loss of Jobs**
- **Products not being produced**
- **Logistics/trucking/distribution impacted**
- **Other areas impacted?**

RAPID RESPONSE TEAM: LED BY COUNTY

The County has launched a Rapid Response team that will be focusing on assisting the impacted employees and they have kept in close communication with our City team, and will continue to do so moving forward.



Download MyTurlock



Download the
City of Turlock
Mobile App





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



Economic Development Department

Current Project List

Updated: 3/8/2025



Name of Project	Assigned To	Project Start Date	Anticipated Completion Date	Current Status of Project
PBID Contract – COT and TDPOA	Economic Development	11/2022	10/2023	Completed end of 2023
Sports Complex	Economic Development	2022	On-going	Project team researching land acquisition funding options for a potential site.
Economic Development Strategic Plan Update	Economic Development	12/2023	July 2025	Kosmont Companies awarded RFP in August 2024. SWOT Analysis provide to City Council in January 2025. Project on-going
Business Visitation Program (Goal of 100+ Business meetings annually)	Economic Development	7/1/2024	6/30/2025	141 Meetings Completed
Business Workshops (Goal of 12 – 15 workshops annually)	Economic Development	7/1/2024	6/30/2025	4 completed Simple Accounting for Businesses (10/9/2024) How to Get Your Business on the News 2 (10/29/2024) 2025 Small Business Funding Expo (1/29/2025)
City of Turlock Small Business Development and Assistance Program	Economic Development	7/1/2024	1/25/2025	Pressert Marketing selected as consultant to operate program. First month of program launched in August 2024. Consultant hosted 9 business workshops, had 53 total attendees, and has provided 100 one-one meetings. Businesses eligible to receive \$3,500 in grants towards social media ads (2 checks, \$1,750 each). 60 Grant Applications have been submitted as of 3/8/2025. 7 businesses have been sent the second check.
Annual City of Turlock Job Fair	Economic Development	Annual Event	November 13, 2024	Completed.
Economic Development Attraction Efforts	Economic Development	July 2022	On-going	On-going
Fresno State – Parent University	Economic Development	10/8/2024	7/1/2025	October 2024 Sesion:33 citizens completed session. November 2024 Session: 18 citizens completed February 2024 Session: 230 Registrations

Online Permitting Software	Economic Development and I.T. Department	November 2024	Feb.2025 - Contract Signed August 2025 – Software Implemented	I.T. Department heading initiative with Development Services Department (project will drop off Economic Development Project List in future months).
Annual Turlock Business Conference	Economic Development	Feb. 2025	Mid March 2026	Our team is beginning the planning process and anticipate having the event in March 2026.
Chick Fil A Project	Economic Development Development Services Department	2023	April/May/June 2025	Development Agreement on the 1/14/25 City Council agenda. Chick Fil A submitted their application to Development Services in November 2024.

Communications Department

Project List

Updated: 3/5/2025



Name of Project	Assigned To	Project Start Date	Anticipated Completion Date	Current Status of Project
City of Turlock Mobile App	Econ Dev. and Comms. Dept.	January 2024	Completed May 2024	Completed as of May 2024 "MyTurlock" is free to download in the app store.
City of Turlock Website	Communications Department and I.T. Department	2024	2024/2025	I.T. Dept. is leading project, Communications team will assist in design and layout phase of website.
Social Media Liaisons Monthly Meetings	Econ Dev. and Comms. Dept.	November 2023	On-going	On-going
Communications Plan	Econ Dev. and Comms. Dept.	March 2024	February 2025	Slate Communications awarded RFP in July 2024. Project started Sept. 2024. Two community workshops have occurred. Council provided an update at the 1/28/2025 City Council meeting. On-going project.
Social Media – Platforms and Goals	Econ Dev. and Comms. Dept.	July 2022	On-going	On-going
Social Media - Instagram	Econ Dev. and Comms. Dept.	July 2022	On-going	On-going
Social Media - Facebook	Econ Dev. and Comms. Dept.	July 2022	On-going	On-going
Social Media - LinkedIn	Econ Dev. and Comms. Dept.	July 2022	On-going	On-going
Other Communications Initiatives -Community Surveys -City info Booths at Community Events -Speaking at CVAR, Rotary, Chamber, etc.	Econ Dev. and Comms. Dept.	Q1 2024	On-going	On-going

City of Turlock Econ Dev. Youtube Channel	Econ Dev. and Comms Dept.	1/15/2025	6/1/2025	Compiling past content to mass upload to channel
Community Resident Survey	Econ Dev. and Comms. Dept.	2/3/2025	4/1/2025	Staff is coordinating an annual citizen survey to be released, and made available to public. On-going
Annual Business Survey	Econ Dev. and Comms. Dept.	2/3/2025	11/1/2026	Staff desires to gather feedback from the business community in the form of a survey, so we can measure our current performance and identify areas to improve communication, processes, and business programs for the business community. Our goal is to launch the survey annually, and leave it open for 3 months. Our goal is to gain further feedback from the business community and make improvements where we can. On-going project.