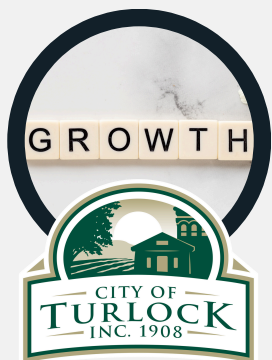




# ECONOMIC DEVELOPMENT & COMMUNICATIONS



*Monthly Report - September 2024*

## Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) is a critical component of economic development strategies. 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 September 2024, City of Turlock Economic Development Department staff met with 17 local businesses.

## 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.

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 55 local employers participating.

The City recently partnered with Bay Valley Tech by hosting 5 Bay Valley Tech interns within the City Municipal Services Department and the Economic Development and Communications Department. City Council celebrated these individuals by presenting them each a Certificate of Recognition at a recent City Council meeting.

A promotional poster for the City of Turlock Job Fair. The left side features a green background with a spiral-bound notepad showing "JOB FAIR" and an "Apply Now" button with a cursor. Below is an illustration of four diverse professionals. The right side has a white background with the City of Turlock logo, the event date "Wednesday November 13, 2024", time "10 A.M. - 2 P.M.", and location "New Life Christian Center 2918 W. Tuolumne Rd., Turlock, CA". It lists benefits like "40+ Employers" and a list of services: "Dress for success and bring your resume", "Meet and interview with employers", "Discover job opportunities", "Resume critique", "Training and career information", and "And more!". Logos for EDD and the City of Turlock are at the bottom.

**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 1-209-576-6115. 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. Key attraction strategies include:

### **Marketing and Branding:**

- **Regional Promotion:** Develop and implement marketing campaigns to showcase the region's strengths, such as its skilled workforce, quality of life, and economic opportunities. This includes creating promotional materials, a strong online presence, and attending trade shows and industry conferences.
- **Brand Identity:** Establish a strong and unique regional brand that highlights the area's competitive advantages and differentiates it from other locations. Ex: WISP, Westside industrial Specific Plan, Pedretti Sports Park

### **Infrastructure Development:**

- **Site Selection and Development:** Prepare and promote available sites or business parks with necessary infrastructure such as utilities, transportation access, and high-speed internet.
- **Transportation and Logistics:** Invest in transportation networks (e.g., roads, ports, airports) to enhance connectivity and ease of doing business.



### **Business Support Services:**

- **Frequent Business Visitation Meetings**
- **Business Workshops**
- **Connecting local businesses to business resource organizations.**
- **Assist in Business Permitting, and implement streamlined permitting software.**
- **Business Networks:** Facilitate connections with local business networks, chambers of commerce, and industry associations to support new businesses in integrating into the local economic ecosystem.

### **Quality of Life Enhancements:**

- **Community Amenities:** Invest in amenities that improve the quality of life, such as parks, cultural institutions, healthcare facilities, and educational institutions, which can be attractive to businesses and their employees.
- **Housing and Real Estate:** Develop housing options and real estate that meet the needs of businesses and their employees, ensuring there is adequate and suitable space for both residential and commercial use.







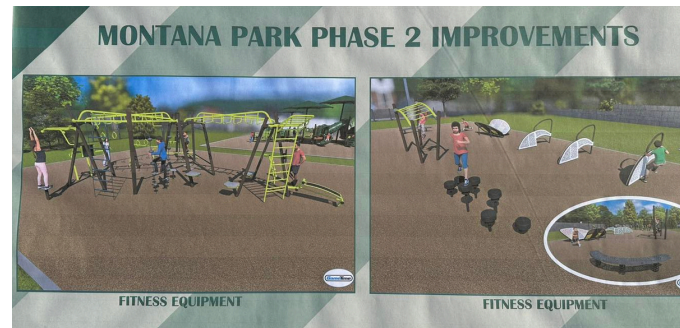
## Talent and Workforce Development:

- Skills Training: Develop or support workforce training programs to ensure the local labor pool has the skills needed by prospective employers.
- Educational Institutions: Collaborate with colleges and universities to align educational programs with industry needs and create a pipeline of skilled talent.



## Data and Research:

- Market Research: Conduct research to identify industry trends, target markets, and potential business prospects. Use this data to tailor attraction strategies and make informed decisions.
- Competitive Analysis: Assess the strengths and weaknesses of the region relative to competitors to understand and address any gaps or barriers to attracting new businesses.







## Upcoming 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.

The City of Turlock is partnering with the Turlock Chamber of Commerce and Valley Sierra Small Business Development Center (SBDC) to host a "Simple Accounting Workshop" for small businesses. This free workshop will be hosted at the Turlock Chamber of Commerce on October 9, 2024 from 10 a.m. - 11:30 a.m., all businesses and entrepreneurs are invited to attend.

On Tuesday, October 29, 2024, from 11 a.m. - 1 p.m. the City of Turlock is partnering with celebrated News Reporter, Alan Sanchez to host a second session on "How to Get your Business on the News". The event will be hosted at Carnegie Arts Center, and all businesses and entrepreneurs are encouraged to attend.

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.

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

Anthony Sims - Economic Development Director

ASims@turlock.ca.us

 WE GET CLIENTS  
POSITIVE MEDIA COVERAGE!



**Free Business Seminar:**

**How to Get Your Business  
ON THE NEWS** LIVE  
Part 2

**DATE:** Tuesday, 10/29/2024  
11 a.m. - 1:00 p.m.

**LOCATION:**  
Carnegie Arts Center  
250 N. Broadway  
Turlock, CA 95380

How to get free positive media coverage of your business or event and media relations for beginners

**Speaker**  
**ALAN SANCHEZ**

**REGISTER HERE:**



**TOPICS COVERED**

- Effective Communication Skills
- Build Relationships with Journalists
- Crisis Management Training
- Maximize Media Exposure
- Strategic Public Relations (PR) Planning

PRESENTED BY THE VALLEY SIERRA SMALL  
BUSINESS DEVELOPMENT CENTER

**SIMPLE  
ACCOUNTING  
WORKSHOP**  
FOR SMALL BUSINESSES  
OCTOBER 9TH-10AM-11:30AM-TURLOCK CHAMBER

**INSTRUCTED BY**  
**HALEY HOOVER**  
INTERNATIONAL  
SUCCESS COACH  
AND SBDC EXPERT  
CONSULTANT

THROUGH HER INTUITIVE BUSINESS  
PRINCIPLES, SHE HAS HELPED HUNDREDS  
OF PEOPLE GROW THEIR BUSINESSES  
AND BREAK THROUGH THEIR NEXT  
LEVEL OF SUCCESS.

UNCOMPLICATE YOUR  
FINANCES  
WITH SIMPLE ACCOUNTING!

WE WILL BE GOING OVER HOW TO

- ▶ EASILY TRACK RECEIPTS
- ▶ KEEP TRACK OF YOUR INCOME & EXPENSES
- ▶ PREPARE FOR TAX SEASON YEAR-ROUND
- ▶ IMPLEMENT A SIMPLE SYSTEM FOR KEEPING TRACK OF YOUR FINANCES REGULARLY - IN A WAY THAT FEELS GOOD!

**REGISTER HERE:**  
BIT.LY/SIMPLEACCOUNTINGTURLOCK

**SCAN TO  
SIGN UP  
TODAY!**



**City of Turlock**  
Small Business Development and Assistance Program

GET UP TO  
**\$3,500**  
AND/OR  
**FREE SERVICES**  
FOR YOUR BUSINESS



Whether or not you apply for or receive a grant, you'll also gain access to FREE in-person workshops, one-on-one consultations, and a suite of marketing services.

 CITY OF TURLOCK  PRESSERT MARKETING

Limited Spots, Limited Funds  
No Obligation, Get Details

**APPLY NOW!**



<https://www.pressertmarketing.com/turlock-city-business-program-grant-application>

If you have any questions, please feel free to contact us:  
David Fronsen, Pressert Marketing (209) 878-8303 dfron@pressertmarketing.com

Brought to you by the City of Turlock, utilizing American Rescue Plan Act (ARPA) funds.  
Administered by Pressert Marketing, including FREE services.



## Current Economic Development Projects

- City of Turlock Business Development & Assistance Program
- Economic Development Strategic Plan Update - stakeholder meetings and community workshops coming soon!
- Annual Business Retention and Expansion (BRE) Visits: 55 meetings and counting! (reporting period is 7/1/2024 - June 30/2025)
- City of Turlock Annual Job Fair: 11/13/2024 from 10 a.m. - 2 p.m. at New Life Christian Center
- Sales Tax Reporting
  - 12 of the last 13 quarters have resulting in positive growth for the City of Turlock!

**2024 Q1 3.9 % positive as compared to same reporting period in previous year**

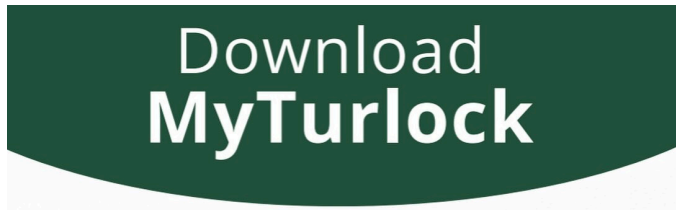
Sales Tax Cash Basis Performance Stanislaus County	
	% Change
Ceres	-3.4%
Modesto	-2.6%
Newman	16.1%
Oakdale	2.8%
Patterson	-1.0%
Riverbank	4.1%
Turlock	3.9%
Waterford	13.4%
Hughson	20.4%
Stanislaus County	4.2%
Countywide	1.2%

**2023 Q4 5.3% positive as compared to same reporting period in previous year**

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%

## Communications Department Projects

- City of Turlock Communications Plan - stakeholder meetings and community workshops coming soon!
- Community Surveys Coming Soon!
- Download the City of Turlock mobile app, "MyTurlock"





## Community Events



**You're Invited:**

**TO A COMMUNITY CONVERSATION  
ABOUT CITY COMMUNICATION  
& ENGAGEMENT**

**Thursday, September 19 • 6:00-7:30 p.m.**  
Carnegie Arts Center  
250 N. Broadway, Turlock, CA 95380

Community members are invited to attend a listening session with representatives from the City of Turlock to share feedback about the City's communication and engagement efforts.

**Your participation will help:**

- ▶ Identify which communication tools are most successful
- ▶ Understand how to effectively reach community members of diverse ages, ethnicities, and across various languages
- ▶ Determine what topics or issues are most important to Turlock residents



**cityofturlock.org**

Ph: 209-669-2828 • Email: [communications@turlock.ca.us](mailto:communications@turlock.ca.us)

### Community Conversation about City Communication and Engagement 9/19/2024

- 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 9/19/2024 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.



## Community Events



**Turlock** est. 1911  
**MELON CARNIVAL**

**FRI** 6pm - 10:30pm  
Live Music  
BBQ  
Miss Melon Pageant  
Drone Show

**SAT** 10am - 8pm  
Kiddie Kaper Parade  
Music & Line Dancing  
Farmers Market & Food Vendors  
Carnival Games & Contests

**20-21 SEPT** **DOWNTOWN TURLOCK**  
CORNER OF MAIN ST. & CENTER ST.

Thanks to our Sponsors

WISAG  
CITY OF TURLOCK INC. 1908  
TURLOCK  
TURLOCK MEMORIAL PARK & FUNERAL HOME  
VAIL CREEK

SCAN FOR MORE INFORMATION:



THE CITY OF TURLOCK PRESENTS...

**50TH ANNUAL**

**TURKEY TROT**

NOVEMBER 23, 2024

CITY OF TURLOCK INC. 1908

## DOWNTOWN TURLOCK GHOST WALK

**OCTOBER 25TH & 26TH**  
**\$35 PER PERSON**

Tickets Go on Sale September 21st  
@ **TURLOCK HISTORY MUSEUM**  
108 S CENTER ST, TURLOCK

After September 21st Get Your Tickets  
@ **MAIN STREET ANTIQUES**  
208 E MAIN ST, TURLOCK 209 669-7000

Follow us on Social Media: Turlock Historical Society Museum

### 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/>

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

[www.cityofturlock.org/businessresources](http://www.cityofturlock.org/businessresources)

