

ECONOMIC *Development*

Monthly Report

October 2022



October 2022 Business Retention & Expansion Efforts

TYPES OF BUSINESSES MET WITH IN OCTOBER

Automotive Sales
Business Services - Financial
Business Services - I.T.
Commercial Real Estate
Distribution - Warehouse
Education
Energy
Healthcare
Manufacturing - Food
Marketing
News Media
Non-Profit - Service
Restaurant - Food Services
Retail
Service



27

Businesses met with in October

8

Meetings on Calendar in November

COMMON NEEDS

- Grant Information
- Networking Events
- More Business Workshops





Turlock Businesses in the News

Spanky's Wieners introduces Turlock to the wild side of hot dogs



Local dairies receive grants to take on greenhouse gas reductions



Six Turlock-area dairies have received California Department of Food and Agriculture grants to improve their manure management practices (Journal file photo).

City of Turlock to manage surface water project



**BREAKING
NEWS**



amazon



October 2022 Business Workshops



TAX CREDIT & INCENTIVES FOR MANUFACTURING & AGRICULTURE INDUSTRIES SEMINAR

Monday,
October 24th
9:00-11:30am



Turlock City Hall
156 S Broadway
Turlock

TAX CREDIT AND INCENTIVE PROGRAMS OFFER
TREMENDOUS SAVINGS, BUT ARE RARELY UTILIZED.
COME LEARN ABOUT:

Equipment Tax Credit | Most Underutilized Programs
Cal-Competes Tax Credit | Employee Retention Credit
Insider Tips About Tax Credits for Manufacturers



Gil Gonzales, President

- Former appointee to Governor Brown
- Directly negotiated \$150M+ in economic incentives on behalf of businesses



Julie Herd, Business Dev. Specialist

- Governor's Office of Business and Economic Development
- Regional Specialist - Central Valley



SEATS ARE LIMITED
EVENTBRITE REGISTRATION
LIGHT BREAKFAST PROVIDED



OPPORTUNITY STANISLAUS PRESENTS
RISEING TIDES: A Foundational Training for HR Practitioners

Brought to you by the City of Turlock with Turlock ARPA funds for Turlock businesses to prosper!

YOU'LL LEARN:

- The benefits local companies are offering and ideas for free/low-cost benefits
- Job descriptions & postings: The 6 Things You're Doing Wrong
- When to use a staffing agency
- Local salaries for all your positions
- Employee onboarding: Why it Matters & How to do it Right

LOCAL TRAINERS WITH EXPERTISE YOU CAN TRUST!

QUESTIONS?
CONTACT AMBER EDWARDS
AT 209.422.6430 OR
AEDWARDS@OPPORTUNITYSTANISLAUS.COM

EVENT DETAILS
THURSDAY, OCTOBER 6 • 9 AM - 1 PM • 156 S. BROADWAY, SUITE 230
REGISTER AT [BIT.LY/RISEINGTIDESTRAINING](https://bit.ly/risingtidestraining) - HURRY SPOTS ARE LIMITED!

Presented by Opportunity Stanislaus with support from Availability Professional Staffing and sponsored by the City of Turlock.






October 2022 Business Workshops


Brought to you by the City of Turlock with ARPA funds to support our Turlock businesses, and contribute to their success and future.

WOMEN WHO MEAN BUSINESS

WOMEN'S NETWORKING EVENT.







Host:
Jessica Chang Irish



Feature Speaker:
Ali Cox

Presented by Valley Sierra SBDC, City of Turlock, & Tower Health & Wellness Center




RETAIL AND SALES WORKSHOP

Q1

AND BEYOND

Learning Points:

- Q1 Planning for Quarter 1**
Why and how can I plan for Q1?
- Using Q4 to Set the Stage**
How can Q4 set up 2023?
- Looking Back at 2022**
What worked and what didn't?
- Inspiration**
What will make this a great year for business?





Workshop Taught By Rhonda Lowe

Rhonda is an entrepreneur with 30 years of experience, primarily in retail and marketing. She is passionate about preserving the presence & prosperity of small businesses in our communities.

October 19th 6 - 7:30 PM

This FREE Event takes place at the Turlock Public Library.

REGISTER HERE <https://valleysmallbiz.com/Q1>



Upcoming Business Workshops

11/2/2022

JOB FAIR 11/2/2022
LET US HELP YOU FIND A CAREER

60+ Employers
Dress for success and bring your résumé
Meet and interview with employers
Find out about job opportunities
Résumé critique
Training and career information
And more!

WEDNESDAY, NOVEMBER 02, 2022
1 P.M. - 4 P.M.
NEW LIFE CHRISTIAN CENTER
2918 W. TUOLUMNE RD, TURLOCK, CA

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 1-209-976-4318. 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.

11/3/2022

BOOKKEEPING BASICS & QuickBooks ONLINE
FREE IN-PERSON WORKSHOP
For small businesses who are new or prospective Quickbooks Online (QBO) Users

LEARNING TOPICS:

- Bookkeeping Overview
- Setting up QBO for the First Time
- Financial Statements Explained
- And more!

Presented By:
Amy Porter
Amy has worked with the small business community for 20 years. She loves helping clients understand their business finances and finding a bookkeeping program that works for their company.

November 3RD
9:00 - 11:00 AM
Holiday Inn Express & Suites
3001 Countryside Dr, Turlock, CA

Register Here: valleysmallbiz.com/QBO

Date: To be determined





2nd Quarter 2022 Sales Tax Update

General Overview

California sales tax receipts increased by 4.9% over the same quarter from last year, with Northern California reporting a 3.8% increase compared to a 5.8% increase for Southern California. Sales tax receipts for the City of Turlock decreased by 7.8% over the same period.

Economic Activity: Real Gross Domestic Product (GDP) decreased at an annual rate of 0.9% in the second quarter of 2022. U.S. inflation accelerated to 9.1% in June of 2022, while California's headline inflation was 8.3% year over year as of June of 2022. (DIR, BEA, BLS, July Finance Bulletin)

Employment: The U.S. unemployment rate remained unchanged at 3.6% in June of 2022, 0.1 percentage point higher than the February of 2020 pre-pandemic low of 3.5%. California's unemployment rate fell to a new record-low of 3.9% in July of 2022, now 0.2 percentage point lower than the February of 2020 pre-pandemic rate of 4.1%. (July, August Finance Bulletin)

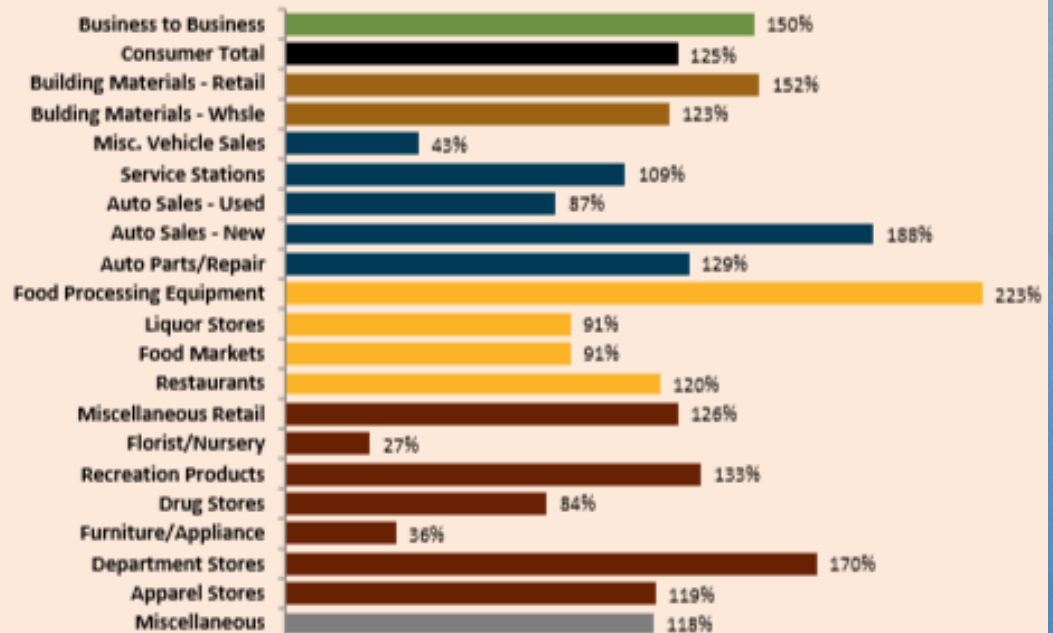
Personal Income: U.S. personal income increased by 4.6% for the second quarter of 2022, compared to same quarter previous year. Personal consumption and expenditures increased by 8.4%, resulting in a 50.9% decrease in US personal savings for the second quarter of 2022, compared to same quarter previous year. (BEA)

Quarterly Business Activity Performance Analysis

2022Q2 Taxable Sales	\$ 424.4 million
2021Q2 Taxable Sales	\$ 411.1 million
Percent Change	3.2%



2nd Quarter 2022 Sales Tax & Capture Gap Analysis Report STANISLAUS COUNTY REGION



Top 25 Sales & Use Tax Generators

The list is alphabetical and is based on sales from July, 2021 through June of 2022. These twenty five businesses generate 52.9% of Turlock's Sales and Use Tax Revenue.

ARCO AM/PM MINI MARTS	JOE M.GOMES AND SONS	SHELL SERVICE STATIONS
BONANDER PONTIAC/BUICK/GMC	KOHL'S DEPARTMENT STORES	SMITH CHEVROLET
CHEVRON SERVICE STATIONS	LOWE'S HOME CENTERS	TARGET STORES
COSTCO WHOLESALE	MCDONALD'S RESTAURANTS	TJ MAXX
FIRE HOUSE COOPERATIVE - MMD	N & S TURLOCK	TURLOCK CRYSLR DDGE JEEP RAM
GARTON FORD TRACTOR	NELSON-JAMESON	UNITED RENTALS
HOME DEPOT	ROSS STORES	VALERO SERVICE STATIONS
INDEPENDENT ELECTRIC SUPPLY	SAFEWAY SERVICE STATIONS	WAL MART STORES
JKB ENERGY		

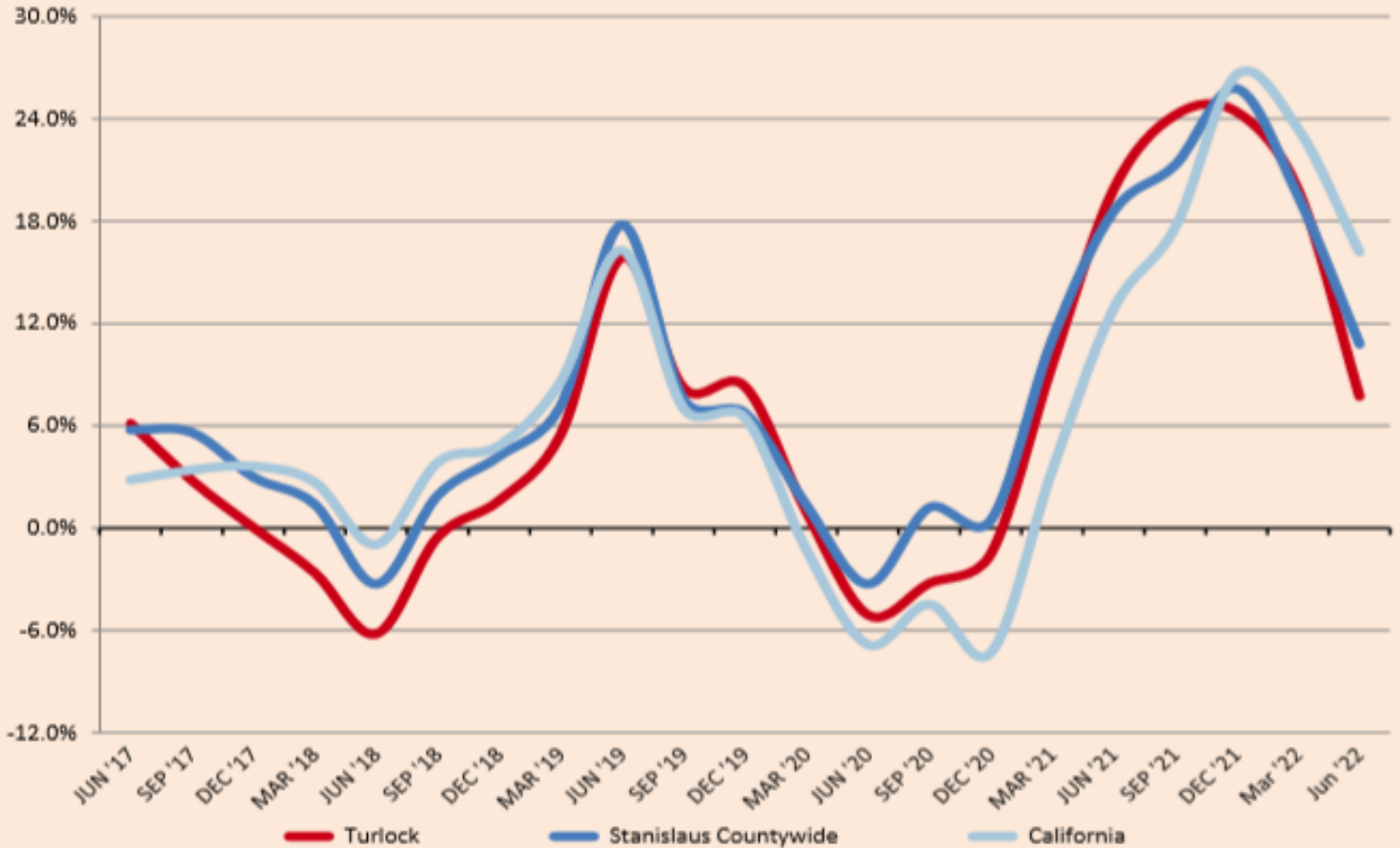


2nd Quarter 2022 Sales Tax Update

City of Turlock

2022Q2 Sales Tax Update

Annualized Change in Sales Tax Cash Receipts



Sales Tax Revenue on a Cash Basis

	2022Q2	2021Q2	% Change
General Retail	1,453,998	1,404,959	3.5%
Food Products	791,819	782,772	1.2%
Transportation	1,014,135	1,090,922	-7.0%
Construction	408,465	598,092	-31.7%
Business To Business	545,934	826,246	-33.9%
Miscellaneous	41,480	37,938	9.3%
Gross 1%	4,255,831	4,740,929	-10.2%
County Pool	738,617	664,679	11.1%
State Pool	(1,501)	1,400	-207.2%
County Sharing	(249,647)	(270,350)	7.7%
Administration	(39,526)	(37,223)	-6.2%
Subtotal	447,943	358,505	24.9%
Total Sales Tax	4,703,774	5,099,433	-7.8%

Sales Tax Cash Basis Performance
Stanislaus County

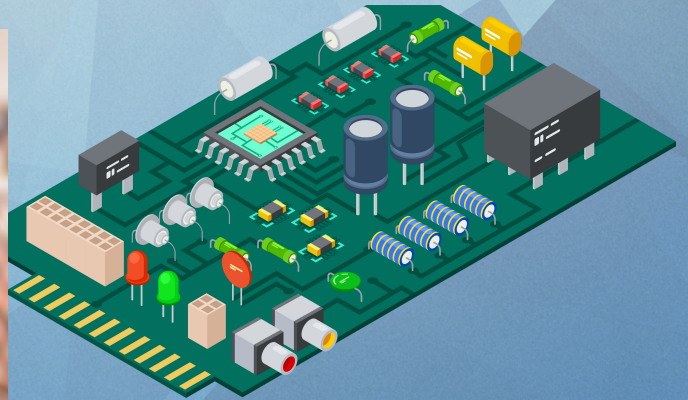
	% Change
Ceres	-0.67%
Modesto	1.8%
Newman	-4.80%
Oakdale	-5.75%
Patterson	0.3%
Riverbank	6.9%
Turlock	-7.76%
Waterford	14.4%
Hughson	8.6%
Stanislaus County	-1.57%
Countywide	-0.93%



Attraction Efforts

Industries Pursuing:

Semiconductor Manufacturing
Green Energy/Sustainable Energy
Trending Franchises/Restaurants/Retailers
Technology Firms
Workforce Development/Education





Workforce Development Talent Development Opportunities

Apply Now

JOB FAIR 11/2/2022

LET US HELP YOU FIND A CAREER

60+ Employers

- Dress for success and bring your résumé
- Meet and interview with employers
- Find out about job opportunities
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JOB FAIR

Hospital to host hiring event

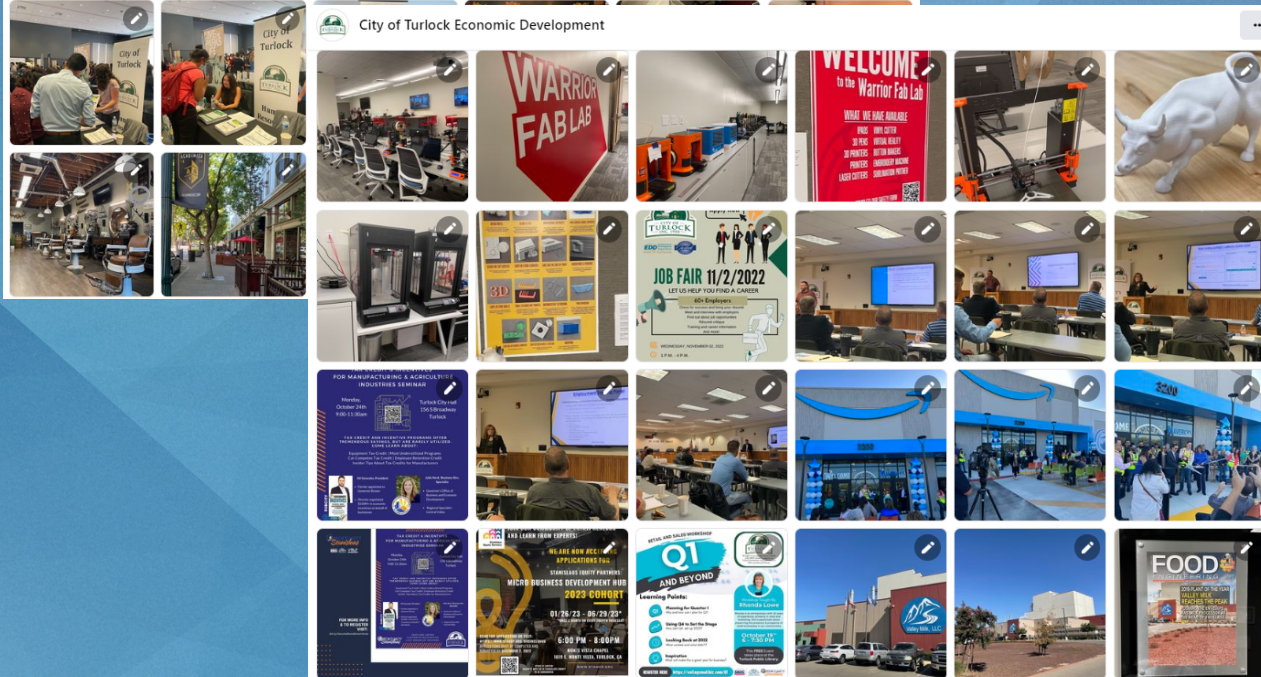
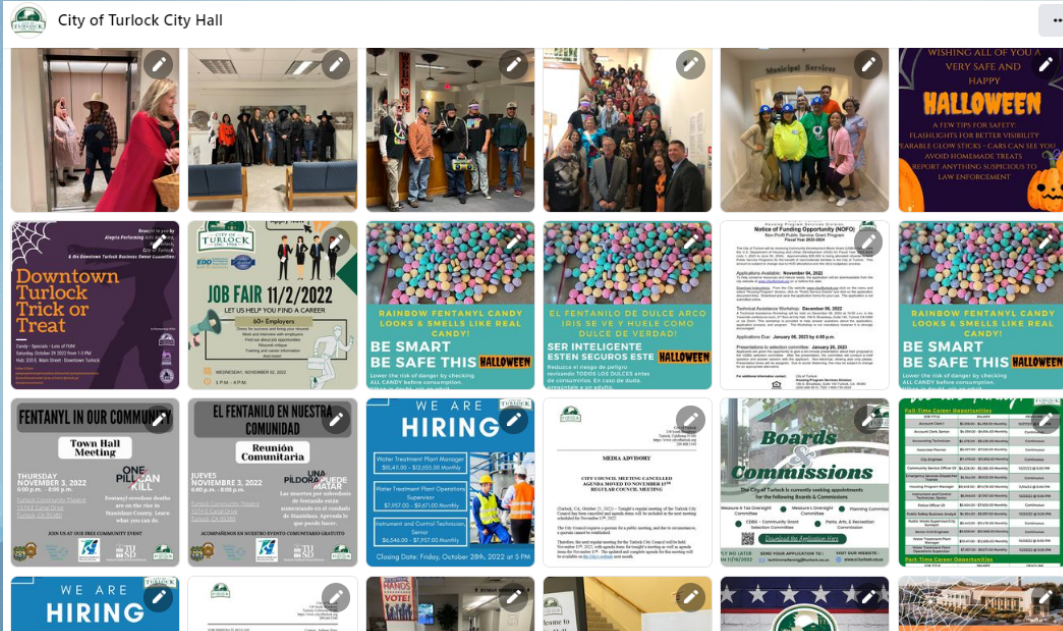


**On the spot
hiring!**



Communication Updates

facebook





Communication Updates



Instagram



city.of.turlock

Edit profile



121 posts

777 followers

699 following

City of Turlock

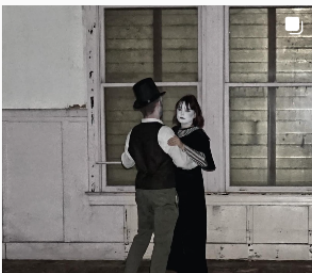
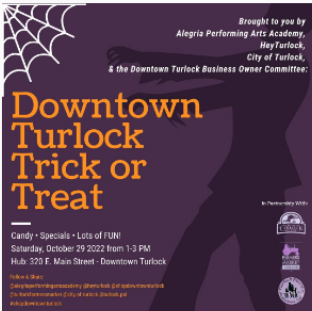
Government organization

www.cityofturlock.org



FOLLOW US

POSTS REELS SAVED TAGGED





Communication Updates

LinkedIn 1,939 FOLLOWERS



City of Turlock
1,939 followers
2w •

The City of Turlock was proud to attend and participate in the Turlock Amazon Ribbon Cutting Ceremony!



City of Turlock
1,939 followers
2w •

Are you looking to start or grow your micro business in Stanislaus County, connect with other entrepreneurs, and learn from business experts? Consider joining STEP's Micro Business Development Hub (MBDH) Cohort and start building a sc ...see more



JOIN OUR COMMUNITY OF ENTREPRENEURS AND LEARN FROM EXPERTS!

WE ARE NOW ACCEPTING APPLICATIONS FOR

**STANISLAUS EQUITY PARTNERS:
MICRO BUSINESS DEVELOPMENT HUB
2023 COHORT**

01/26/23 - 06/29/23*
*ONCE A MONTH ON EVERY FOURTH THURSDAY

6:00 PM - 8:00PM

**MONTE VISTA CHAPEL
1619 E. MONTE VISTA, TURLOCK, CA**

SCAN FOR APPLICATION OR VISIT:
[HTTPS://WWW.STANEP.ORG/BUSINESSHUB](https://www.stanep.org/businesshub)
APPLICATIONS MUST BE COMPLETED AND
SUBMITTED BY DECEMBER 2, 2022



SPACE IS LIMITED!
BUSINESS MUST BE IN STANISLAUS COUNTY
TO BE CONSIDERED.

WWW.STANEP.ORG

IN PARTNERSHIP WITH:



City of Turlock
1,939 followers
1mo •

Another highlight of the dynamic Turlock food manufacturing community.

Valley Milk, LLC began production in 2018, processes over 2.5 million pounds of milk per day, and provides dry milk products to over 30 countries across the globe.

In 2019, Valley Milk, LLC was awarded 2019 Plant of the Year by Food Engineering Magazine.

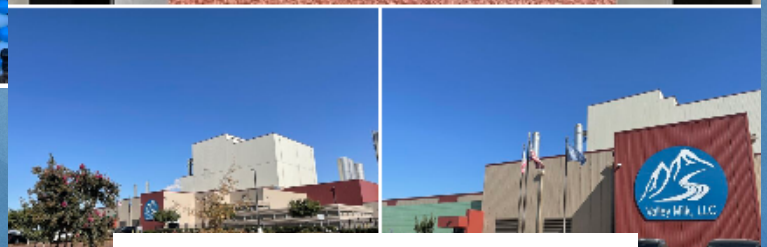
Learn more at:

<https://valleymilkca.com/>

Video:

Valley Milk, LLC – This is Our Story

<https://lnkd.in/gNkwb592>



City of Turlock
1,939 followers
1mo • Edited •

The City of Turlock is proud to partner with Opportunity Stanislaus and the Valley Sierra SBDC to host Rising Tides HR Seminar at Turlock City Hall this morning.

...see more



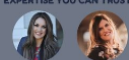
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YOU'LL LEARN:

The benefits local companies are offering and ideas for recruiting and benefits job descriptions & postings. The 5 Things You Need to Know When to use a staffing agency. Local talent for all your needs. Employee interviewing. Why it matters & how to do it right.

LOCAL TRAINERS WITH EXPERTISE YOU CAN TRUST!



QUESTIONS?
CONTACT AMBER EDWARDS
at 209.422.4038 or
AEWARDS@OPPORTUNITYSTANISLAUS.COM





Community News



Turlock Journal
October 18 at 9:57 PM · 🌐

The surveillance cameras installed at Broadway and Denair parks are equipped with a siren and two-way communication feature to allow the security company to audibly announce that criminal activity is being recorded to prevent crime.



TURLOCKJOURNAL.COM

City installs security cameras at Broadway, Denair parks
With the goal of making the public spaces in Turlock a little safer

City of Turlock to manage surface water project



ATTENTION PARENTS & CHILDREN OF
STANISLAUS COUNTY:



**RAINBOW FENTANYL CANDY
LOOKS & SMELLS LIKE REAL
CANDY!**

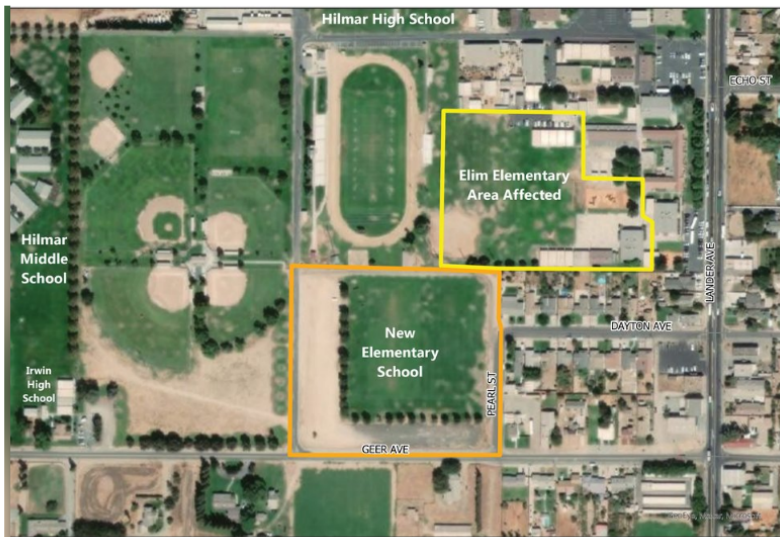
**BE SMART
BE SAFE THIS HALLOWEEN**

Lower the risk of danger by checking
ALL CANDY before consumption.
When in doubt, ask an adult.

For more information visit
Centers for Disease Control and Prevention
www.cdc.gov



Construction underway for new Hilmar elementary site



JOB FAIR 11/2/2022

LET US HELP YOU FIND A CAREER

60+ Employers

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HALLOWEEN

Brought to you by
Alegria Performing Arts Academy,
HeyTurlock,
City of Turlock,
& the Downtown Turlock Business Owner Committee:

Downtown Turlock Trick or Treat

In Partnership With

SPOOKY





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

