



# ECONOMIC DEVELOPMENT

Monthly Report - April 2026



*Dr. Gokce Soydemir, Professor of Economics at Stanislaus State, presents on the current economic outlook during the 2026 Turlock Business Conference, attended by over 100 local business and community leaders.*



# City of Turlock – Economic Development Department

## Executive Summary – April 2026 Monthly Report

### ***Key Highlights***

- Completed 17 Business Retention & Expansion (BRE) meetings and 24 Business Attraction meetings in April, continuing strong engagement with the business community.
- Hosted the 3rd Annual Turlock Business Conference with 100+ attendees, providing key insights on economic trends, consumer behavior, and business forecasting.
- Continued implementation and promotion of business incentive programs, including the Development Incentive Program and Turlock Partnership Incentive Program.
- Advanced business attraction efforts highlighting Turlock’s strategic location, workforce, and development opportunities.

### **Summary:**

In April 2026, the City of Turlock’s Economic Development Department continued to advance initiatives focused on business retention, attraction, and community engagement. Staff maintained strong outreach efforts through BRE and business attraction meetings, while also hosting the Turlock Business Conference to provide valuable economic insights to the local business community. Efforts to support small businesses were further emphasized through National Small Business Week activities and ongoing promotion of “shop local” messaging.

The City also continued to market its competitive advantages, including development incentives, workforce partnerships, and strategic location, to attract new investment and support business growth. Additionally, key community initiatives—including the adoption of the Strategic Communications Plan and local engagement events—help strengthen connections between the City, businesses, and residents.

Overall, these efforts reflect a coordinated approach to fostering economic growth, supporting local businesses, and enhancing the quality of life in Turlock.



# TURLOCK BY THE NUMBERS



TURLOCK POPULATION

**73,100**

20 - MILE POPULATION RADIUS

**640,000**

CSU STANISLAUS AVERAGE ANNUAL ENROLLMENT

**8,000 - 10,000**

TURLOCK LABOR FORCE

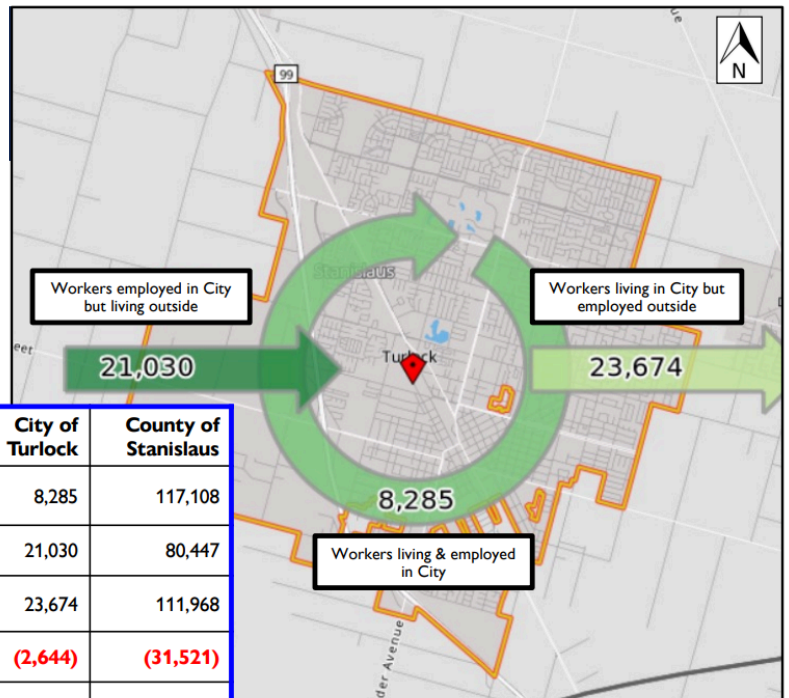
≈ **30,000**

Data Sources: ESRI, Placer.AI, CSU Stanislaus



## WORKER INFLOW / OUTFLOW - CITY OF TURLOCK:

\*For more information on Turlock's economic profile visit:  
<https://www.cityofturlock.org/doingbusinessinturlock/turlockeconomicprofile/>  
 and  
<https://www.cityofturlock.org/doingbusinessinturlock/>



Reference	City of Turlock	County of Stanislaus
Workers Living and Working	8,285	117,108
Workers Coming (Inflow)	21,030	80,447
Workers Going (Outflow)	23,674	111,968
<b>Net Inflow/Outflow</b>	<b>(2,644)</b>	<b>(31,521)</b>
<b>Employment Ratio*</b>	<b>0.92</b>	<b>0.86</b>



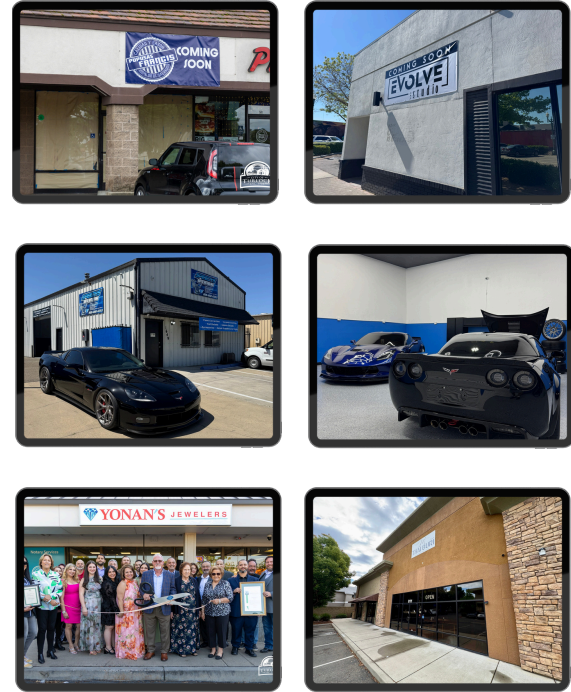
# Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) plays a vital role in economic development by prioritizing the needs of existing businesses within the City. These businesses serve as the backbone of the local economy, driving job creation and economic resilience.

Through proactive engagement and support, BRE initiatives help businesses address challenges, capitalize on growth opportunities, and remain competitive, ultimately reinforcing the City's economic stability and reducing the likelihood of business closures.

During the month of April 2026, City of Turlock Economic Development staff completed 17 Business Retention and Expansion meetings, as well as completed 24 Business Attraction meetings.

**\*2025-2026 Annual Business Retention and Expansion (BRE) & Business Attraction Meetings total: 224 meetings**  
(reporting period : 7/1/2025 - June 30/2026)



Pictured above and to the right:

- Opening soon: Pupusas Francis Restaurant (507 N. Golden State Blvd, Turlock, CA)
- Opening soon: Evolve Studio (90 S. First St. Turlock, CA)
- Now open - Speedys Mobile Detailing (1649 McCormick St. Turlock, CA)
- Now open - Thaihuri (811 W. Hawkeye Avenue, Turlock, CA)
- Congrats to Yonan's Jewelers of Turlock (2485 Geer Road, Turlock, CA) on reaching 30 years in business!

To request a meeting with our economic development team visit:

<https://www.cityofturlock.org/doingbusinessinturlock/businessresources/supportservices.asp>

No-Cost One-on-One Business Support!



## Business Assistance Drop-In Program

\*30-minute individual introductory drop-in sessions (no appointment necessary)

Every Tuesday  
10:30 Am - 12:30 Pm

Turlock City Hall  
156 S. Broadway, Turlock, CA  
\*First Floor -  
Development Services Dept. Help Desk



## Business Resources

The City of Turlock's Economic Development Department's Business Assistance Drop-In Program provides no-cost, one-on-one support for new and existing businesses, as well as entrepreneurs seeking guidance.

Held every Tuesday from 10:30 a.m. to 12:30 p.m. at Turlock City Hall, the program requires no appointment and is designed to offer convenient, hands-on assistance. Business owners and entrepreneurs can receive guidance on business location decisions, local grants, market data, and connections to no-cost regional support resources.

The program is open to start-ups, expanding businesses, and those facing challenges, all with the goal of helping businesses start, grow, and succeed in Turlock.

For those unable to attend, meetings can also be scheduled directly with the Economic Development team by emailing [ASims@turlock.ca.us](mailto:ASims@turlock.ca.us)

### Learn About:

- Why you should open your business in Turlock
- Available Turlock business grants
- Turlock statistics
- No-cost regional business resources
- Connections to business support organizations

Perfect for new & existing businesses seeking guidance!

### Who should visit us?

- Entrepreneurs/Start-Ups
- Individuals thinking about opening a business
- Businesses thinking about expanding
- Businesses experiencing challenges

### For More Info:

Anthony Sims  
Economic Development Director &  
Communications Officer  
(209) 668-6031  
[ASims@turlock.ca.us](mailto:ASims@turlock.ca.us)



# Business 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.

Turlock offers a strategic location along the Highway 99 corridor with high visibility and access to over 640,000 people within a 20-mile radius, making it an ideal place for business growth. The City supports new investment through its Development Incentive Program, including a 25% reduction in Capital Facilities Fees, along with streamlined processes like no-cost pre-development meetings.

Businesses benefit from a strong regional workforce, competitive utility rates through Turlock Irrigation District, and a diverse economy that includes retail, manufacturing, logistics, and agriculture.

Turlock is also home to major employers and a thriving retail environment, including the Monte Vista Crossings Power Center and CSU Stanislaus. With available development sites and a business-friendly approach, Turlock provides the resources and opportunities needed for businesses to start, expand, and succeed.

## TURLOCK DEVELOPMENT INCENTIVE PROGRAM



Tell us what businesses you would like to have in Turlock!  
email:  
asims@turlock.ca.us

**ECONOMIC DEVELOPMENT**  
**RETAIL & INDUSTRIAL RECRUITMENT INFORMATION**

**ASK ABOUT OUR TURLOCK DEVELOPMENT INCENTIVE PROGRAM**  
(25% REDUCTION IN CAPITAL FACILITIES FEES)

**PERFECT FOR:**

- RETAIL & COMMERCIAL PROJECTS
- MANUFACTURING
- LOGISTICS
- AG MANUFACTURING
- WAREHOUSING
- BIO-ECONOMY
- TECH
- MEDICAL

**TO LEARN ABOUT AVAILABLE PROPERTIES CONTACT:**

**Anthony Sims**  
Economic Development Director  
ASims@turlock.ca.us  
(209)668-6031

**DISCOVER TURLOCK**  
Explore Opportunities

<https://www.cityofturlock.org/doingbusinessinturlock/>

**HIGH VISIBILITY STRONG WORKFORCE DEVELOPMENT INCENTIVES**

**PRIME DEVELOPMENT OPPORTUNITIES**

- Sites available!
- High-visibility locations strategically located along Highway 99 corridor
- Skilled Workforce (labor force of approximately 30,000)

**DEVELOPMENT MADE EASY**

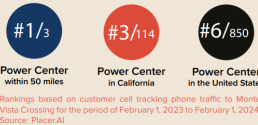
- Turlock Development Incentive Program:
  - 25% reduction in capital facilities fees, while funds last
- Fee Deferral Programs
- No-cost pre-development meetings
- City grants available for new businesses
- Low electricity rates through Turlock Irrigation District (TID)

**BUSINESS THRIVES HERE**

- 73,100 population
- 640K population within a 20-mile radius
- 100k+ vehicles per day on Highway 99
- Monte Vista Crossings Power Retail Center (#3 in CA, #8 in the U.S.)
- Home to CSU Stanislaus
- Historic Downtown Turlock
- Home to Amazon, Divert Inc., Blue Diamond, Valley Milk, US Cold Storage & more!

**GROW WITH TURLOCK**

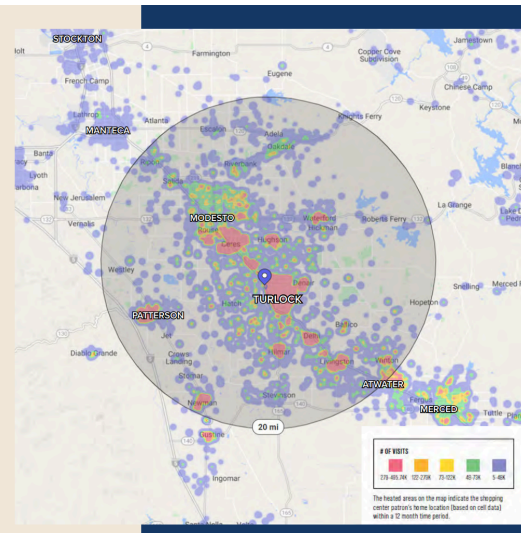
## RETAIL TRADE AREA



Demographics	Within 20 miles
Population	640,882
Average HH Income	\$81,026

Traffic Counts	
HWY 99 -	75,000 CPD
W Monte Vista -	36,386 CPD
Coutryside Dr -	16,079 CPD

Source: Esri 2022



**Other: 5**



## Turlock Partnership Incentive Program

### This program is designed to:

- Support small businesses opening in Turlock
- Help revitalize vacant storefronts
- Create new jobs in our community

### To qualify, businesses must:

- Open in an existing vacant building within city limits
  - Provide a business plan (with no-cost support available through the Valley Sierra SBDC)
  - Attend a no-cost pre-development meeting
  - Agree to simple record-keeping for one year
  - Not be part of a franchise, nonprofit, or corporate chain
- \*Grant application must be submitted prior to starting the licensing and permitting process.**

If you have been considering starting your own business in Turlock and meet the qualifications listed above, give us a call, stop by, or visit us online to learn more!

Contact: Anthony Sims,  
Economic Development Director  
Email: [asims@turlock.ca.us](mailto:asims@turlock.ca.us)  
Phone: 209-668-5540 Ext. 1122 or 209-668-6031

### Recent Check Presentations:

- Javier Padilla, CPA
- Turlock Music Academy
- Kabob Place

### Upcoming Check Presentations:

- Andrade Financial Services
- Spa REM

### Interested in opening a business in Turlock?

Visit the link below to obtain information on available commercial properties in Turlock.

### Turlock commercial properties for sale:

<https://www.loopnet.com/search/commercial-real-estate/turlock-ca/for-sale/?sk=618d1bb399e6dbce0b6dc8c47f5fed0e&e=u>

### Turlock properties for lease:

<https://www.loopnet.com/search/commercial-real-estate/turlock-ca/for-lease/?view=map>



## TURLOCK PARTNERSHIP INCENTIVE PROGRAM

### Grant Details:

- ▶ **\$3,500 to start your business in Turlock!**
- ▶ **Revitalize vacant storefronts, stimulate new business growth, and generate additional jobs within the Turlock community.**

### Eligibility:

- ▶ **Location:** Your business must occupy an existing vacant building/commercial location within city limits.
- ▶ **Business Plan:** Provide a business plan. No-cost assistance is available through the SBDC.
- ▶ **Pre-Development:** Participate in a no-cost pre-development meeting with City staff.
- ▶ **Record-Keeping:** Agree to simple record-keeping & quarterly feedback for one year.
- ▶ **Small & Local Business:** Cannot be part of a franchise, nonprofit or corporate chain.

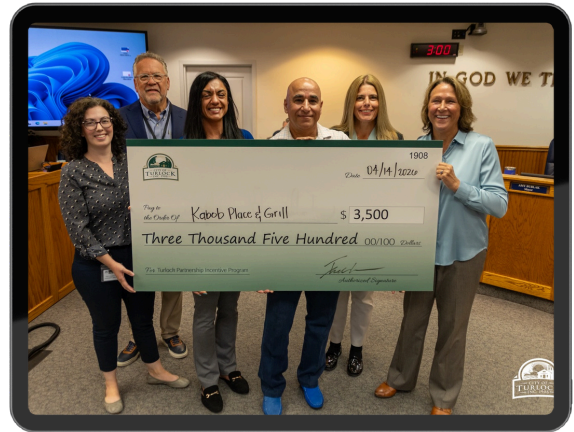
### For More Info:



Anthony Sims  
Economic Development Director &  
Communications Officer  
(209) 668-6031  
[ASims@turlock.ca.us](mailto:ASims@turlock.ca.us)

**\*Program available while funds last**

Grant application must be submitted before the licensing and permitting process begins

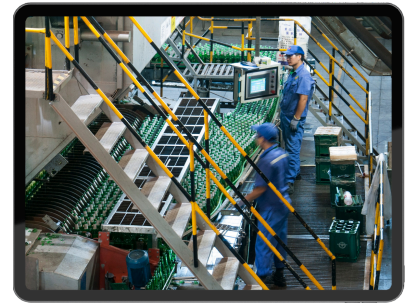




# Workforce Development - Talent Development

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.



**Other regional workforce development - talent development partners** that provide educational programs and trade skill vocational training include:

- **California State University Stanislaus** - <https://www.csustan.edu/>
- **California State University Stanislaus - Career Ready U** - <https://www.csustan.edu/career/careerreadyu>
- **California State University Stanislaus - STEM CRU** - <https://www.csustan.edu/aspire/stem-cru>
- **Modesto Junior College** - <https://www.mjc.edu/index.html>
- **The Volt Institute** - <https://www.voltinstitute.com/>
- **Bay Valley Tech** - <https://www.bayvalleytech.com/>
- **Turlock Irrigation District (TID) Internships** - [www.TID.org/Careers](http://www.TID.org/Careers)
- **Beam Circular Youth Amabassador Program** - <https://tinyurl.com/BEAM-Youth-Ambassador>



## **Fresno State - Parent University -Virtual Courses - (no cost for Turlock residents)**

The City has a partnership 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.

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

# Workforce Development - Talent Development

## April 2026 Jobs Report Summary

According to the U.S. Bureau of Labor Statistics, the U.S. economy added approximately 175,000 jobs in April 2026, reflecting continued, but moderating, job growth following recent volatility in monthly employment trends.

The U.S. unemployment rate remained relatively stable at around 4.2%–4.3%, indicating a labor market that continues to show resilience, though with signs of gradual cooling. Labor force participation showed minimal change, suggesting ongoing caution among workers re-entering the workforce.

Job gains were primarily concentrated in healthcare, professional and business services, and construction, while sectors such as manufacturing and government experienced slower growth or modest declines.

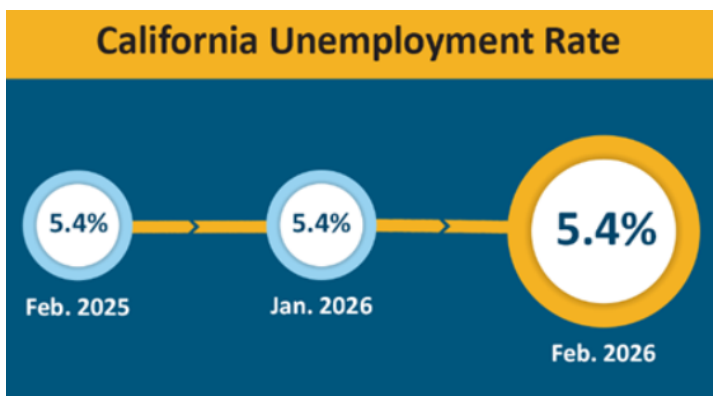
Overall, the report indicates a labor market that remains stable but is continuing to moderate, with hiring activity leveling off compared to stronger gains seen in previous periods.

Read the full report here:

[https://www.bls.gov/news.release/archives/empsit\\_05022025.pdf](https://www.bls.gov/news.release/archives/empsit_05022025.pdf)



### CALIFORNIA UNEMPLOYMENT DATA:



For further information on unemployment data please visit:

[https://edd.ca.gov/en/about\\_edd/news\\_releases\\_and\\_announcements/unemployment-february-2026/](https://edd.ca.gov/en/about_edd/news_releases_and_announcements/unemployment-february-2026/)



## Turlock Business Conference - April 2026

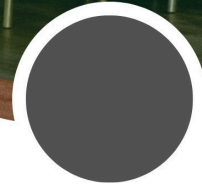
The City of Turlock hosted its third annual Turlock Business Conference on April 24 at The Grand Oak, bringing together over 100 local business owners, community members, and regional partners.

The event provided attendees with a comprehensive overview of the current economic landscape, including market conditions, consumer behavior trends, and factors that may influence business operations moving forward.

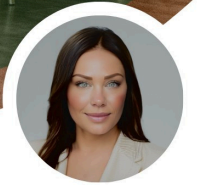
Presentations were delivered by Dr. Gokce Soydemir, Professor of Economics at Stanislaus State, Jessica Bohlen, Director of Community Partnerships at Retail Strategies, and Israel Lara Jr. of the U.S. Small Business Administration (SBA), who provided insight into the small business environment for 2025 and a forward-looking outlook on the industry.



**DR. GOKCE SOYDEMIR**  
Professor of Economics  
CSU Stanislaus



**TO BE ANNOUNCED**  
Economist Speaker



**JESSICA BOHLEN**  
Consumer Behavior Trends  
Retail Strategies

### A BUSINESS FORECAST & THE CURRENT ECONOMY

Get the insights you need to make informed business decisions

**REGISTER NOW !**

**HOSTED BY:**

[HTTPS://TINYURL.COM/TURLOCKBIZCONF26](https://tinyurl.com/turlockbizconf26)

Contact: Anthony Sims  
Economic Development Director

P: 209-668-6031  
E: ASims@turlock.ca.us



**AMY BUBLAK**  
Turlock City Mayor

Hosted by Mayor Amy Bublak, the conference also created an opportunity for meaningful discussion and networking among the local business community. The event reflects the City's ongoing commitment to supporting local businesses by providing access to timely information, resources, and opportunities for collaboration.

With over 100 attendees, the conference continues to grow as a key platform for business engagement and economic development outreach.

Overall, the Turlock Business Conference remains an important initiative in strengthening a well-informed, connected, and resilient business community.





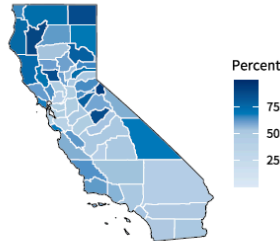
## 2025 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**  
REGULATION • RESEARCH • OUTREACH

### California

**4.3 million** small businesses  
99.8 percent of California businesses

**7.6 million** small business employees  
47.4 percent of California employees



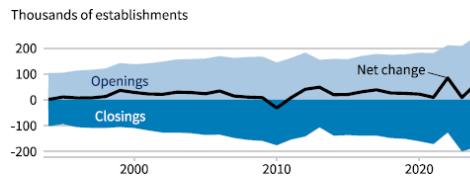
Share of employees working at small businesses by county

Sources of original data: *Nonemployer Statistics* (Census), *Statistics of U.S. Businesses* (Census)

#### Employer and employment dynamics

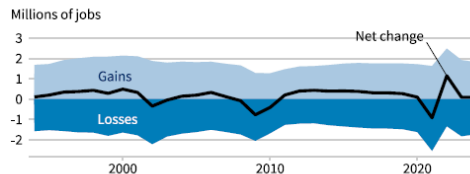
##### Establishments

Between March 2023 and March 2024, 245,382 California establishments opened and 183,211 closed, for a net increase of 62,171. Employment expanded at 254,710 establishments and contracted at 251,404. Small businesses accounted for 132,020 openings and 104,071 closings.



##### Employment

Opening and expanding California establishments added 1.8 million jobs, while closing and contracting establishments lost 1.7 million, for a net increase of 87,185 jobs. Small businesses contributed a net increase of 86,885 jobs, or 99.7 percent of that total.



Counts include temporary closures and reopenings.

Source: *Business Employment Dynamics* (Bureau of Labor Statistics)

## Small Business Economic Snapshot - California

According to the U.S. Small Business Administration’s 2025 Small Business Profile, California is home to approximately 4.3 million small businesses, representing 99.8% of all businesses statewide. Small businesses employ 7.6 million workers, accounting for 47.4% of total employment, underscoring their critical role in the state’s economy.

Between March 2023 and March 2024, California experienced a net increase of over 62,000 business establishments, with small businesses driving a significant share of new openings. During this period, small businesses were responsible for nearly all net job growth (99.7%), highlighting their importance as the primary engine of employment expansion.

Access to capital remains strong, with billions in small business lending activity supporting business operations and growth. Additionally, small businesses continue to play a key role in international trade, accounting for over 94% of exporting firms in California.

Overall, the data reinforces that small businesses remain a foundational component of California’s economy, driving job creation, innovation, and long-term economic resilience.

### Turlock Implication:

This data aligns with the City’s ongoing focus on small business support through targeted initiatives such as the Turlock Partnership Incentive Program and the Development Incentive Program, which help lower barriers to entry and expansion. Continued Business Retention and Expansion (BRE) visits allow staff to proactively identify challenges, connect businesses to resources, and support growth opportunities, ensuring Turlock remains competitive in attracting and retaining small business investment.

### Read the full report here:

[https://advocacy.sba.gov/wp-content/uploads/2025/06/United\\_States\\_2025-State-Profile.pdf](https://advocacy.sba.gov/wp-content/uploads/2025/06/United_States_2025-State-Profile.pdf)

### Honoring a Legacy of Service

The City of Turlock recognized the retirement of Division Chief Micheal Harcksen, honoring over two decades of dedicated service to the community and the Turlock Fire Department.

A retirement ceremony was held on Thursday, April 30 at Fire Station 31 in Turlock to commemorate his career and contributions. Throughout his service, Chief Harcksen demonstrated strong leadership, professionalism, and a deep commitment to public safety. His contributions have had a lasting impact on both the organization and the residents he served. The City extends its appreciation for his years of service and wishes him continued success and fulfillment in his well-earned retirement.



### New City Attorney

In April, the City of Turlock welcomed its new City Attorney, Katie Lucchesi, who officially began her role and was sworn in during her first day with the organization. As part of her onboarding, Ms. Lucchesi had the opportunity to meet with City staff and begin familiarizing herself with City operations.

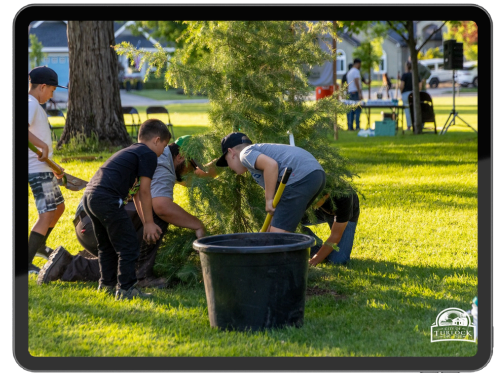
Her addition to the executive team strengthens the City's ability to provide sound legal guidance and support to City Council, staff, and the community. The City looks forward to her leadership and expertise in advancing key initiatives and ensuring effective municipal operations.



**Arbor Day Celebration**

The City of Turlock hosted its 35th Annual Arbor Day Celebration at Bristol Park, bringing together residents, families, and City staff for a well-attended community event. Participants had the opportunity to learn proper tree planting techniques while contributing to the enhancement of the park.

A total of 13 new trees were planted, supporting the City’s ongoing efforts to promote sustainability and improve community spaces. The event provided a valuable opportunity for community engagement and environmental education. Overall, the Arbor Day Celebration reflects the City’s commitment to fostering a greener, more connected community.



**Approved by City Council on April 28 ✓**

On April 28, 2026, the Turlock City Council adopted the City’s Strategic Communications Plan, establishing a framework to enhance transparency, strengthen community engagement, and improve communication with residents, businesses, and stakeholders.

The plan outlines strategies to ensure timely, consistent, and accessible information is shared across all City departments. Implementation of the plan will support improved outreach efforts and foster stronger connections between the City and the community. The document is available on the City’s website under the “Stay Informed” section for public access and review.





# City Update

-with Mayor Bublak

April 15, 2026

Dear Turlock Community,

As we move further into spring, this time of year brings new energy and many opportunities to come together as a community. It's a season of growth, and we're seeing that reflected in the many ways Turlock continues to move forward.

This month, we're looking forward to celebrating Arbor Day, which marks its 154th anniversary this year. Trees play an important role in our community, from improving air quality to enhancing the beauty of our parks and neighborhoods. We invite residents to join us on Thursday, April 23, from 6:00 to 7:00 PM. at Bristol Park, to learn about proper tree care and take part in planting trees together.

This month also gives us the opportunity to recognize National Volunteer Week, and I want to personally thank the many volunteers who give their time, dedication, and service. Their impact is felt across our entire community.

We also recognize National Public Safety Telecommunicators Week, honoring the dedicated dispatchers who serve as the critical link between our community and emergency services. Their professionalism, calm under pressure, and commitment to public safety often happen behind the scenes, but their impact is felt every single day.

Our Roads Program is also in full swing this season. Since our last update, we've seen continued progress with projects being completed across the city, and more improvements on the way. This work remains a top priority as we move through the year.

Turlock continues to move forward because of the people who live, work, serve, and give back to this community every day. I'm grateful for the strong sense of community we share and look forward to all that lies ahead in the months to come.

*Amy Bublak*

## Current Highlights



### Paper Shred Day

Residents can safely dispose of sensitive documents during the City's Paper Shred Day on April 18 from 8:00 AM to 12:00 PM at 901 S. Walnut Rd.



### Arbor Day 2026

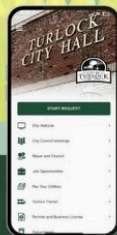
Join us at Bristol Park on April 23, from 6:00 to 7:00 PM as we plant trees, learn proper planting techniques, and help grow a greener Turlock.



### Turlock Business Conference

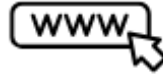
Local business owners and professionals are invited to the Turlock Business Conference on April 24 for economic insights, networking, and business trend discussions.

Download the  
City of Turlock  
Mobile App



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>

<http://www.instagram.com/turlockecondev>

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



**DOWNLOAD MY TURLOCK**

- Report Issues
- Access Information
- Submit Service Requests
- Receive Notifications

Download on the App Store

**CITY OF TURLOCK**  
**City Council Meetings**

- Join in-person to participate during public comment
- Watch on Spectrum channel 2
- Stream live on Youtube or watch a recorded version online

<https://ci.turlock.ca.us/government/turlockcitycouncil/councilmeetings.asp>

TIME: 6:00 P.M. LOCATION: 156 S. Broadway, 2<sup>nd</sup> Floor

2<sup>nd</sup> & 4<sup>th</sup> Tuesday of the month