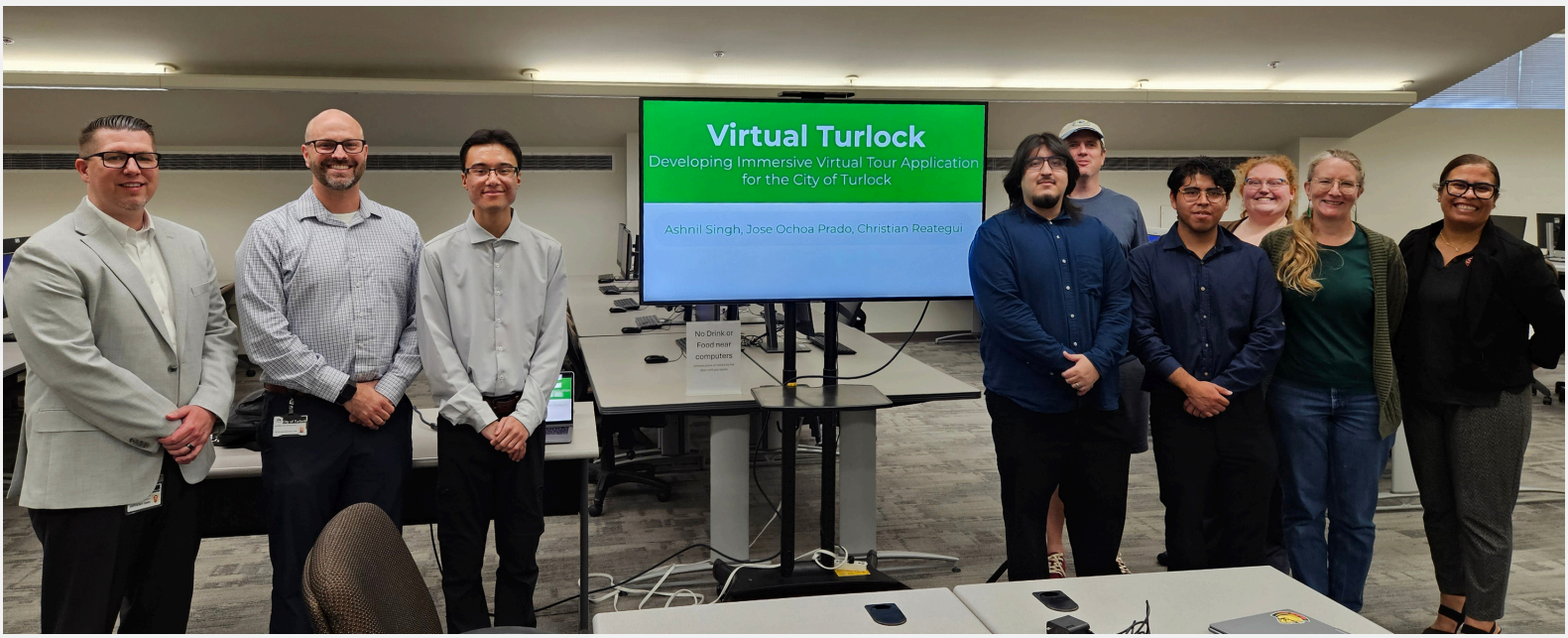
ECONOMIC DEVELOPMENT

Monthly Report - June 2026



Virtual Turlock

The City of Turlock and California State University, Stanislaus have partnered to develop Virtual Turlock, an interactive 360-degree platform that showcases the city's businesses, attractions, and community assets while promoting tourism, economic development, and civic engagement. The project provides Stanislaus State students with valuable real-world experience in technology, digital media, and software development through collaboration with City staff and faculty mentors. Students presented the project's progress and future vision to the Turlock City Council, highlighting the partnership as an innovative model connecting higher education, local government, and workforce development.

City of Turlock – Economic Development Department

Executive Summary – June 2026 Monthly Report

Key Highlights

- 37 Business Engagement Meetings Completed – Conducted 18 Business Retention & Expansion (BRE) meetings and 19 Business Attraction meetings during June, bringing the annual total to 297 business engagement meetings.
- Business Investment Continues – Celebrated additional Turlock Partnership Incentive Program recipients, supporting small business growth, revitalizing vacant commercial spaces, and creating new jobs throughout the community.
- Virtual Turlock Partnership Showcased – Stanislaus State students presented the Virtual Turlock project to the City Council, demonstrating an innovative partnership that promotes tourism, economic development, and workforce development through immersive technology.
- Business Recruitment & Marketing Expanded – Continued recruitment efforts by promoting Turlock's strategic location, workforce, development incentives, available commercial sites, and downtown investment opportunities to prospective businesses and developers

Executive Summary:

June was another productive month for the City's Economic Development Division, marked by continued progress in business attraction, business retention, workforce development, and strategic partnerships. Staff completed 37 business engagement meetings, advanced several business recruitment projects, celebrated new business investments through the Turlock Partnership Incentive Program, and continued promoting Turlock as a premier location for business growth. The month also highlighted the City's innovative partnership with California State University, Stanislaus through the Virtual Turlock project, reinforcing Turlock's commitment to workforce development, technology, and long-term economic competitiveness.

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

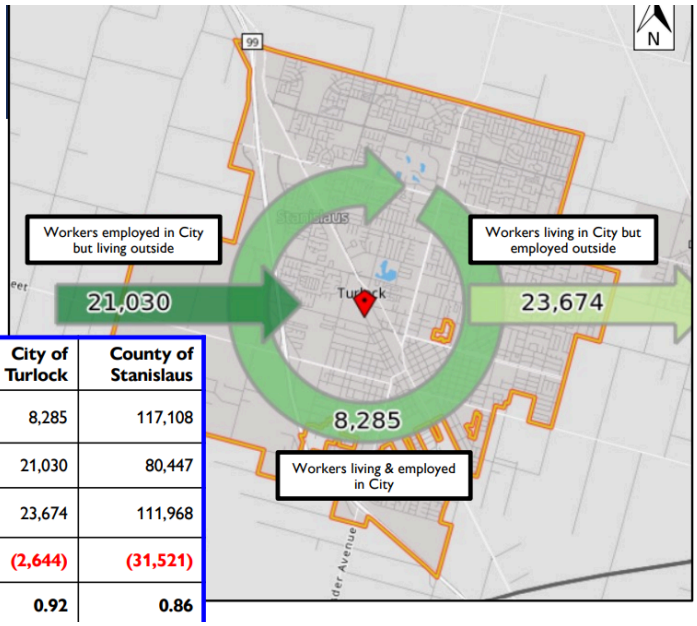
≈ 30,000

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
Net Inflow/Outflow	**(2,644)**	**(31,521)**
Employment Ratio*	**0.92**	**0.86**

Business Retention and Expansion (BRE)

Supporting existing businesses remains one of the City's most effective economic development strategies. Through the Business Retention and Expansion (BRE) program, staff proactively engages with local employers to better understand their operational needs, identify opportunities for growth, and connect them with resources that support long-term success.

By fostering strong relationships with the business community, the City can respond to challenges before they become barriers, encourage business expansion and investment, strengthen job retention and creation, and continue building a resilient and diverse local economy.







During the month of June 2026, City of Turlock Economic Development staff completed 18 Business Retention and Expansion meetings, as well as completed 19 Business Attraction meetings.

2025-2026 Annual Business Retention and Expansion (BRE) & Business Attraction Meetings total: *297 meetings*
(reporting period : 7/1/2025 - June 30/2026)

Pictured above, to the right:

- ***Congrats to Grace & Ember Wellness Spa for opening their first location in Turlock, and receiving the $3,500 Turlock Partnership Incentive Program grant! Visit them at 2330 Colorado Avenue, Turlock, CA.***
- ***Wicked UTV, located at 966 W. Glenwood also completed the Turlock Partnership Incentive Program, and received a $3,500 grant from Turlock City Council.***

Business Resources

To request a meeting with our economic development team visit:

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



OPENING SOON

- Nick the Greek
- SPA REM
- Back Nine Golf Simulators
- Espressito Cafe & Bakery
- Evolve Studio
- Alabaster Coffee
- Gorilla Coatings, Inc.
- Chick-fil-A
- and more!

Business Attraction

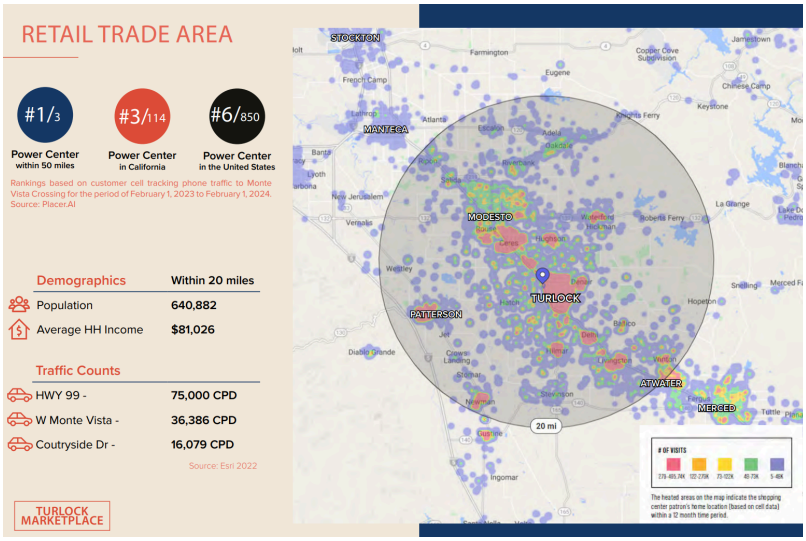
Attraction strategies within economic development are designed to draw new businesses, industries, and investments to a region. These strategies typically involve a combination of marketing, incentives, infrastructure development, and partnership-building to create a compelling case for businesses to 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.





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

Other: _____

Why choose Downtown Turlock?

Downtown Turlock serves as the community's historic and commercial center, offering businesses a highly visible location within a vibrant, walkable district. The area features a diverse mix of retail, dining, professional services, entertainment, and community gathering spaces that attract residents and visitors throughout the year.



Businesses located downtown benefit from year-round events and activities that generate customer traffic and showcase the district, including the annual Christmas Parade, Fourth of July Parade, farmers markets, seasonal celebrations, and other community events. This consistent activity helps increase visibility, strengthen customer engagement, and create opportunities for business growth while contributing to the continued economic vitality of Downtown Turlock.

To learn more about available downtown commercial spaces for lease or sale, or to discuss business opportunities in Downtown Turlock, contact Anthony Sims, Economic Development Manager, at ASims@turlock.ca.us.

Business Attraction - Growing Turlock's Economy

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 Manager
Email: asims@turlock.ca.us
Phone: 209-668-5540 Ext. 1122 or 209-668-6031





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

Recent Check Presentations:
1. Javier Padilla, CPA
2. Turlock Music Academy
3. Kabob Place & Grill
4. AFS Financial Services
5. Pupusas Francis
6. Grace & Ember Wellness Spa
7. Wicked UTV

Upcoming Check Presentations:
- Spa REM
- Gorilla Coatings, Inc.

Why Turlock?

Strategic Location. Skilled Workforce. Growing Economy.
Located along Highway 99 in the heart of California's Central Valley, Turlock offers businesses access to a growing consumer market, a skilled workforce, strong infrastructure, and an exceptional quality of life.



By the Numbers
- Population: 73,000+
- Regional Population: 640,000+ within 20 miles
- Workforce: 30,000+
- Stanislaus State: 10,000+ students annually
- Positive sales tax growth in 15 of the last 18 quarters

Retail & Business Environment
- Monte Vista Crossings ranked #3 Power Retail Center in California and #8 in the United States
- Home to Costco, Target, Walmart, HomeGoods, Kohl's, Dick's Sporting Goods, In-N-Out, and more
- Turlock Marketplace currently under construction with Chick-fil-A as the first announced tenant
- Turlock Partnership Incentive Program offers up to $3,500 for qualifying businesses

Quality of Life & Tourism
- Historic Downtown Turlock featuring diverse shopping, dining, and entertainment
- 29 parks throughout the community
- Pedretti Sports Park hosts 35+ tournaments annually
- Annual Downtown Christmas Parade
- Annual Downtown Independence Day Parade
- Home to annual Stanislaus County Fair (attracts approximately 220,000 visitors each year)
- Weekly Farmers Market and Makers Market

Infrastructure & Competitive Advantages
- Some of California's lowest energy rates through Turlock Irrigation District (TID)
- Expanded water reliability through the Stanislaus Regional Water Authority (SRWA)
- Ongoing roadway and infrastructure improvement programs
- Strategic access to Highway 99 and major California markets



Major Employers
- Amazon Fulfillment Center
- California State University, Stanislaus
- Emanuel Medical Center
- Blue Diamond Growers
- Mid Valley Family Foods
- Divert, Inc.
- U.S. Cold Storage

Open for Business
Whether you are a retailer, manufacturer, distributor, entrepreneur, startup, or expanding company, Turlock offers the workforce, infrastructure, market access, and business-friendly environment needed for long-term success.

TURLOCK SITES

TURLOCK SITE OPTIONS

📞 Contact: Anthony Sims
Economic Development Director
Email: ASims@turlock.ca.us
Phone: 209-668-6031

*We will share more sites each month

Ask about our drone images!

Reach out to learn about additional sites

INDUSTRIAL | COMMERCIAL | DEVELOPMENT OPPORTUNITIES

1 213 C STREET TURLOCK, CA 95350



Light Industrial | Opportunity Zone | Dock Doors
Highway Access ~0.1 mi

2 743 N. TULLY ROAD TURLOCK, CA 95380



2.73 Acres | Heavy Commercial | Freeway Visibility
Dock Doors Available

3 1030-1072 S. 1ST STREET TURLOCK, CA 95380



Commercial | Multiple Dock Doors

4 900-986 W. GLENWOOD AVENUE TURLOCK 95380



Commercial | Parking | Hwy Access

5 210 S. CENTER STREET, TURLOCK, CA 95380



Retail | Central Location

6 208 E. OLIVE AVENUE TURLOCK CA



Commercial Site

7 2801 LASSITER LANE, TURLOCK, CA



Industrial Site | Development Potential

8 1800 OLYMPIC DRIVE, TURLOCK CA



Industrial Site | Development Potential

9 3260 LIBERTY SQUARE PARKWAY, TURLOCK CA



Commercial Site

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
- **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

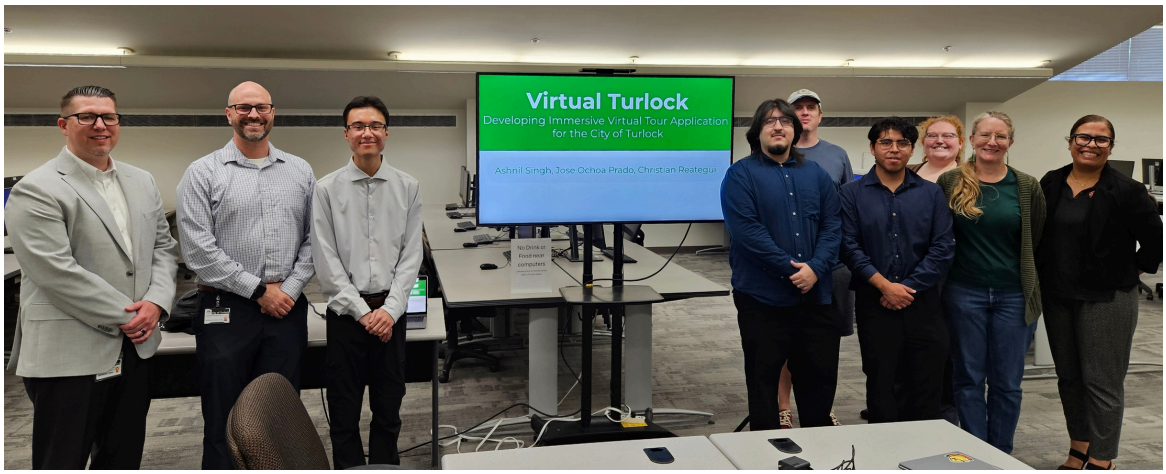


Virtual Turlock

The City of Turlock and California State University, Stanislaus have partnered to develop Virtual Turlock, an innovative digital platform that showcases the community through immersive 360-degree tours and interactive technology. Developed in collaboration with Stanislaus State's Department of Computer Science, the platform allows residents, visitors, prospective students, and businesses to virtually explore local attractions, businesses, parks, and community spaces while promoting tourism, economic development, and civic pride.

The partnership also provides Stanislaus State students with valuable hands-on experience by applying classroom knowledge to a real-world project. Working alongside faculty mentors and City staff, students gain practical skills in software development, digital media, user experience design, media capture, and collaborative problem-solving while building professional portfolios that prepare them for future careers in technology.

Virtual Turlock demonstrates the value of collaboration between local government and higher education by advancing economic development while creating meaningful workforce development opportunities. The project highlights Turlock's unique community assets, strengthens connections between the City and Stanislaus State, and helps prepare the next generation of technology professionals through experiential learning.







Looking Ahead

Chick-fil-A Opening Soon

Construction continues to progress on Chick-fil-A, the first announced tenant within the new Turlock Marketplace development. The highly anticipated restaurant will bring new employment opportunities, increase consumer spending within the community, and serve as a catalyst for additional retail investment at the 30-acre shopping center. As additional tenants are announced and the shopping center continues to build out, Turlock Marketplace is expected to accommodate approximately 14–18 businesses and generate an estimated 350 jobs upon full buildout, further strengthening the City's sales tax base and expanding shopping and dining opportunities for residents and visitors.

Stanislaus County Fair: A Regional Economic Driver

Beginning in July, the Stanislaus County Fair will once again welcome more than 200,000 visitors to Turlock during its annual 10-day event, making it one of the largest regional attractions in California's Central Valley. The fair serves as a powerful economic magnet, drawing visitors from throughout the region who support local hotels, restaurants, retailers, fuel stations, and other businesses before and after attending fair events. This annual influx of visitors generates significant economic activity, strengthens local businesses, promotes tourism, and showcases Turlock as a vibrant regional destination.

Continuing to Build Turlock's Future

The Economic Development Division will continue working proactively to support existing businesses, recruit new investment, strengthen workforce partnerships, and promote Turlock as one of California's premier communities for business growth. Staff remains committed to creating opportunities that generate quality jobs, expand consumer amenities, encourage private investment, and enhance the overall quality of life for residents while positioning Turlock for long-term economic success.



Community Updates and Business Workshops

Economic Development Presentation for CVAR

Thank you to the Central Valley Association of Realtors (CVAR) of Turlock for the opportunity to provide an economic development update during this week's meeting. Anthony Sims, Economic Development Director, shared updates on new business openings, retail and industrial development projects, workforce initiatives, strategic planning efforts, and the continued investment occurring throughout our community.



The presentation also included a discussion on emerging economic development trends, evolving consumer preferences, workforce dynamics, and opportunities that may shape future growth throughout the Turlock community. Realtors play an important role in telling Turlock's story and helping attract new residents, businesses, investment, and economic opportunity to our city.



Thank you to everyone who attended and for your continued partnership in supporting Turlock's growth and success.

CVAR Presentation 6/16/2026

Economic Development Update



Economic Development is the creation of wealth from which community benefits are realized. It's an investment in growing your economy and enhancing the prosperity and quality of life for all residents.

Economic Development is a team sport!

Presented by

Anthony Sims
Economic Development Director
ASims@turlock.ca.us
209.668.6031

Upcoming Business Workshop in late July:

How to Export Internationally, The World is Open for Your Business!

Date and Time to be determined


3rd
DOWNTOWN TURLOCK
W MAIN STREET
6:30PM - PARADE
STANISLAUS FAIRGROUNDS
FESTIVAL STARTS WHEN THE PARADE ENDS
7:30 PM - MAKIN' NOISE BAND
DUSK - FIREWORK SHOW
250 years
4th
DOWNTOWN TURLOCK
W MAIN STREET
8AM - 1PM
CAR SHOW & MARKET
TROPHIES AWARDED AT 12:30 PM
PARADE - CAR SHOW - FESTIVAL - FIREWORKS








Life happens at the Stan Co Fair
JULY 10 - 19, 2026 3 Days
0
BUY TICKETS!
FAIR
LIVESTOCK + EXHIBITS
EVENTS
FACILITY RENTALS
ABOUT US
Welcome To The Stanislaus County Fair

COMMUNICATIONS UPDATE

Monthly Report - June 2026

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

