ECONOMIC DEVELOPMENT

Monthly Report - September/October 2026

Turlock is committed to attracting new development!

- Have you seen our full-page advertisement in the 49ers home game program?
- New Highway 99 pylon signage will soon welcome travelers and increase Turlock's visibility along the corridor.







**The Economic Development Department oversees Economic Development, Housing Services, and Communications & Marketing, supporting business growth, housing opportunities, and community engagement.*

City of Turlock – Economic Development Department

Executive Summary – September/October 2026 Monthly Report

Key Highlights

- Business Engagement: Completed 61 business engagement meetings, including 16 Business Retention and Expansion, 22 Business Attraction, and 23 Concierge meetings, reflecting strong utilization of the City's business assistance services.
- Proactive Business Attraction: Expanded Turlock's visibility through San Francisco 49ers home game program advertising and the advancement of Highway 99 pylon signage to promote business investment and development opportunities.
- Workforce Development: The November 4 Annual Turlock Job Fair welcomed 581 job seekers, including 27 veterans, and 42 participating employers.
- Business-Friendly Development: Advanced the City's "How do we get to yes?" philosophy through the Development & Business Roundtable, development incentives, and ongoing business recruitment efforts.

Executive Summary:
During September and October 2026, the City of Turlock Economic Development Department advanced key initiatives focused on business attraction, retention, workforce development, housing, and community investment.

The Department completed 61 business engagement meetings, including 23 Concierge meetings, reflecting strong demand for business assistance and the City's "How to get to yes?" philosophy.

Proactive business attraction efforts included advertising in San Francisco 49ers home game programs and advancing Highway 99 pylon signage to promote Turlock to businesses and investors.

Additionally, the November 4 Annual Turlock Job Fair connected 581 job seekers with 42 employers. These efforts, alongside development incentives, new business openings, and housing initiatives, reinforce Turlock's commitment to a business-friendly environment and continued economic growth.

TURLOCK BY THE NUMBERS





TURLOCK POPULATION
73,100

20 - MILE POPULATION RADIUS
640,000

CSU STANISLAUS AVERAGE ANNUAL ENROLLMENT
10,000+

TURLOCK LABOR FORCE
≈ 30,000

Data Sources:
ESRI, Placer.AI, CSU Stanislaus



U.S. Unemployment Update October 2026:
The October 2026 national employment report showed signs of improvement in the labor market, with nonfarm payroll employment increasing by 165,000 jobs while the unemployment rate edged down to 4.1% from 4.2% in September.

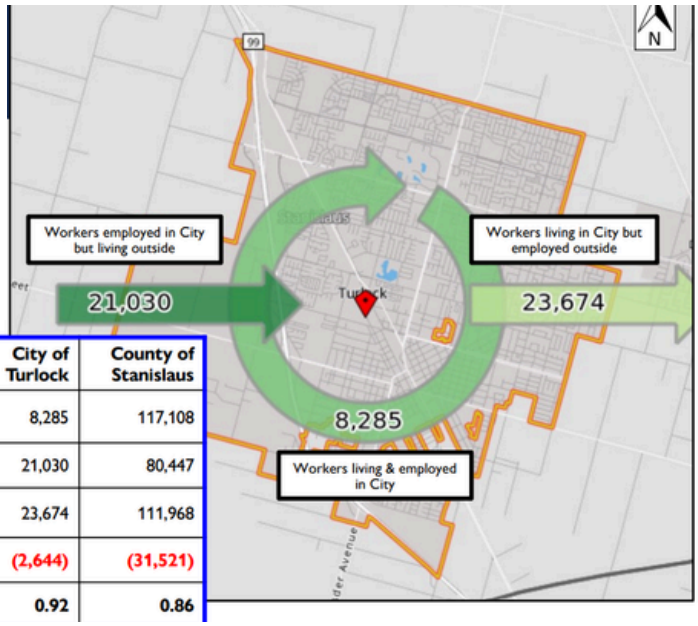
Job gains were concentrated in professional and business services, healthcare, and transportation and warehousing, while manufacturing also experienced employment growth. Additionally, August and September payroll estimates were revised upward by a combined 84,000 jobs, indicating stronger recent job growth than previously reported.

Read the full October 2026 Report here:
https://www.bls.gov/news.release/archives/empsit_11062026.pdf



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)



A thriving business community and strong sales tax performance are essential to Turlock's economic future. Continued investment from new and existing businesses supports vital City services, creates jobs, and strengthens our local economy.

Through strategic business attraction, retention, and expansion efforts, the City remains committed to fostering a business-friendly environment that encourages investment, supports local businesses, and builds a stronger, more prosperous Turlock.



During September and October 2026, City of Turlock Economic Development staff completed 16 Business Retention and Expansion meetings, 22 Business Attraction meetings, and 23 Economic Development Concierge meetings.

2026-2027 Totals:
Business Retention and Expansion (BRE) Meetings: 44
Business Attraction Meetings: *48*
Economic Development Concierge Meetings Total: 35
(Reporting period: July 1, 2026 - June 30, 2027)



Pictured above, to the right: Now open: Oishi Teri Fusion in downtown, and Sake Auto Sales opened on the Golden State Blvd. corridor!

COMING SOON

Get ready, Turlock! From grabbing a sub at Jersey Mike's to picking up a fresh pair of Vans, Turlock continues to welcome exciting new businesses! And yes, more are on the way!

Beyond the national brands, Turlock's small business community continues to thrive, with new businesses opening throughout Downtown Turlock and across our city.

These investments, big and small, represent continued economic development wins, highlighting Turlock's growing economy, entrepreneurial spirit, and business-friendly environment!

Recent Business Openings

1. Oishi Teri Fusion
2. Back Nine Golf Simulators
3. Alabaster Coffee
4. Matilija Moon Boutique
5. Del Taco
6. Chick-fil-A
7. Nick the Greek



OPENING SOON

1. Jersey Mike's Subs
2. Vans Store
3. Mango Materials
4. La Vie Pilates
5. Farm House Provisions
6. 7 Brew
7. Posh Bagel

and more!



Business Attraction

AS SEEN IN ALL SAN FRANCISCO 49ER HOMEGAME PROGRAMS



The City of Turlock continues to implement targeted business attraction and marketing strategies to promote investment, business expansion, and job creation. With its strategic location along Highway 99 and access to more than 640,000 residents within a 20-mile radius, Turlock remains well-positioned for continued economic growth.

As part of these efforts, the Economic Development Division launched a regional marketing initiative featuring a full-page advertisement in San Francisco 49ers home game programs at Levi's Stadium, expanding Turlock's visibility among Silicon Valley businesses, investors, and decision-makers.

Additionally, the City is advancing a new Highway 99 Sign Program to increase community visibility and promote Turlock to thousands of motorists traveling through the region daily.

These initiatives support the City's 2026–2029 Economic Development Strategic Plan Implementation Plan, with an emphasis on attracting new businesses and investment, including opportunities within the approximately 2,600-acre Westside Industrial Specific Plan (WISP).









Business Attraction
Developer Roundtable Initiative

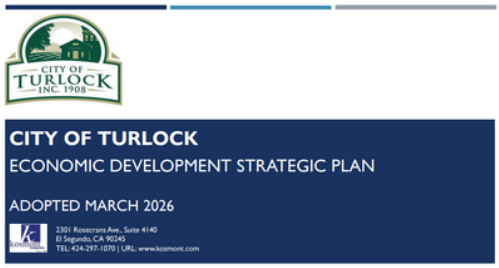
Development & Business Roundtable – "How to get to Yes?" philosophy

The City of Turlock continues to strengthen its business-friendly approach to development through proactive engagement and collaboration with the development community.

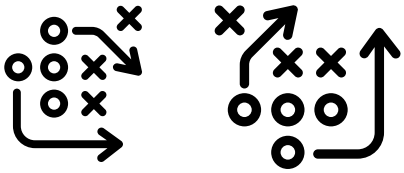
City Manager Dr. J.J. Murphy and Economic Development Director Anthony Sims hosted a Development & Business Roundtable, bringing together commercial developers, real estate professionals, property owners, and engineers to discuss development challenges, identify opportunities for process improvement, and strengthen communication between City staff and the private sector.

Central to this initiative is the City's "How to get to yes?" philosophy, which emphasizes working collaboratively to identify solutions, navigate development requirements, remove unnecessary barriers, and help projects move forward efficiently while maintaining applicable standards.

This initiative directly supports the City's 2026–2029 Economic Development Strategic Plan Implementation Plan and reinforces Turlock's commitment to fostering a business-friendly environment that encourages investment, development, and long-term economic growth.













TURLOCK SITES

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

DEVELOPMENT OPPORTUNITIES

COMMERCIAL RETAIL MIXED USE DEVELOPMENT OPPORTUNITIES

Turlock is Built for Business

1 133 W. Olive Turlock, CA



Downtown Turlock
3,740 - 13,450 SF | Retail | Commercial
Highway Access ~3 mi
For more information:
https://www.loopnet.com/Listing/133-W-Olive-Ave-Turlock-CA/41893024/

2 3325 W. Main St. Turlock, CA





Design Build Site
349,674 SF Industrial Building
Highway Access ~1 mi
Located in the Westside Industrial Specific Plan (WISP)
For more information:
https://www.loopnet.com/Listing/3325-W-Main-St-Turlock-CA/41809114/

3 2251 & 2375 W. Main St. Turlock, CA





2 Highly Visible Parcels
3.3 acres & 0.63 acres
For more information:
https://www.loopnet.com/Listing/2251-Main-St-Turlock-CA/42842107/

TURLOCK STATISTICS

- 73,100 population
- 640K+ population (20-mile radius)
- Annual Downtown Christmas Parade (25k+ Visitors)
- Monte Vista Crossings Power Retail Center (#3 in CA, #6 in U.S.)
- Farmers Market
- Top Performing Chick-fil-A
- Home to Stanislaus State University
- New 30-Acre Shopping Center
- Business Resources (no-cost)
- Historic Downtown Turlock
- Development Incentives
- Among the Lowest Electricity Rates in CA through Turlock Irrigation District (TID)
- And more!

LEARN ABOUT OUR SITES & INCENTIVES

Business Attraction - Growing Turlock's Economy

Turlock Development Incentive Program

This program is designed to:

- Reduce development costs for new commercial projects
- Encourage business investment in Turlock
- Support job creation and long-term economic growth
- Make Turlock more competitive for new development

Eligible projects may receive:

- 25% reduction in Capital Facilities Fees (CFF)
- Automatic application of the fee reduction
- Eligibility for qualifying new commercial, retail, office, restaurant, hospitality, industrial, warehouse, and medical office development projects
- Incentive available while program funding remains available

The program supports projects such as:

- Retail and commercial developments
- Restaurants and hospitality projects
- Office and medical office buildings
- Industrial and warehouse developments

If you're planning to develop or expand a commercial or industrial project in Turlock, contact our Economic Development Department to learn whether your project qualifies for this incentive and how the program can help reduce your development costs.

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

TURLOCK DEVELOPMENT INCENTIVE PROGRAM



Program Performance:
Total Funds Allocated for Program: $500,000

Types of Businesses Awarded:

1. New Gas Station 2099 Fulkerth Rd.
   -Credits Received: $22,158.02
2. Banquet Hall - 2218 W. Main St.
   -Credits Received: $32,776.45
3. Truck Stop, 1000 S. Walnut Road
   -Credits Received: $8,258.52

Funds Remaining: $436,807.01

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 and industries in our community

To qualify, businesses must:

- Open in an existing vacant building within city limits
- Provide a business plan (assistance available)
- 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.

For more information contact:
Anthony Sims,
Economic Development Director
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



Program Performance:
Since increasing the grant amount to $3,500 (November 2025)

13 Businesses Recognized!

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
8. Spa REM
9. Gorilla Coatings, Inc.
10. Inspire & Bloom
11. Sake Auto Sales
12. Lailany, Inc.
13. Ninoos Auto Glass

Upcoming Check Presentations:

- Oishi Teri Fusion

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 16 of the last 19 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 continues to expand, with Chick-fil-A now open and additional retail and restaurant developments underway.
- Turlock Partnership Incentive Program offers a $3,500 grant for qualifying businesses
- Turlock Development Incentive Program offers up to a 25% reduction in Capital Facilities Fees
- Fee Deferral Programs available

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 200,000+ 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
- Stanislaus State University
- Emanuel Medical Center
- Blue Diamond Growers
- Mid Valley Family Foods
- Divert, Inc.
- United States 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.

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, skilled-trade and vocational training include:

- **Stanislaus State University** - 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 Ambassador Program** - https://tinyurl.com/BEAM -Youth-Ambassador

Fresno State RISE - No-Cost Virtual Courses
for Turlock residents

The City has a partnership with Fresno State - RISE (Rising Initiative for Success in Education), formerly Parent University, to offer no-cost virtual courses to all Turlock residents (of all ages). Upon completion of each four-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



BEAM CIRCULAR
BIOECONOMY • AGRICULTURE • MANUFACTURING

Beam Circular Bioeconomy Tour

In late October, Turlock welcomed participants from the Beam Circular Bioeconomy Tour, highlighting the region's growing bioeconomy, innovation, and sustainable business practices.

Mayor Amy Bublak and Economic Development Director Anthony Sims welcomed attendees at Dust Bowl Brewing Co., reinforcing Turlock's commitment to regional partnerships, industry collaboration, and economic growth.





North Valley Manufacturing Summit

On September 29, City of Turlock Economic Development staff attended the North Valley Manufacturing Summit at Stanislaus State. The event brought together manufacturers, educators, students, and industry leaders to highlight advanced manufacturing, workforce development, and regional innovation.

The summit reinforced Turlock's strong manufacturing sector and the importance of partnerships in supporting future industry growth and job creation.



NORTH VALLEY MANUFACTURING SUMMIT







Business Workshops

Annual City of Turlock Job Fair - November 2026

581 job seekers connected with 42 participating employers at the annual City of Turlock Job Fair on Wednesday, November 4, 2026, including 27 veterans who attended in search of new opportunities.

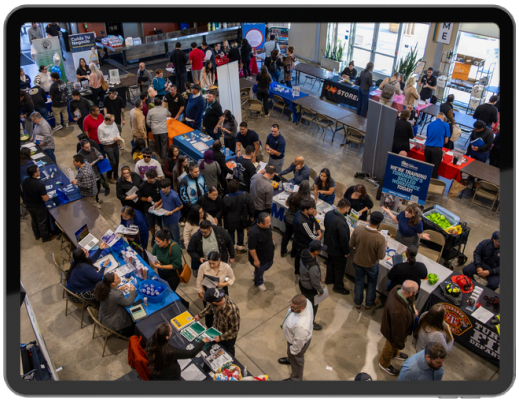
Throughout the event, job seekers had the opportunity to meet directly with employers, learn about current openings, participate in interviews, receive feedback on their resumes, and connect with career and training resources.

A special thank you to our event partners and to New Life Christian Center for welcoming us and hosting the event at their facility. We also appreciate all of the employers and organizations who helped make this year's Job Fair possible.

Most importantly, thank you to the hundreds of job seekers who attended, asked questions, handed out resumes, and took the next step toward a new opportunity.











Upcoming Business Workshops:

Business Plan Bootcamp: 12/16/2026 →

Financial Literacy for Small Business: Date TBD

Financial Literacy for Individuals: Date TBD

Small Business Funding Expo: February 2027



Housing Division Updates

SUBJECT: October 2026 Housing Division Update

Mobile Home Rehabilitation Program:

- No Mobile Home rehabilitation packets were given out.
- No Mobile Home rehabilitation applicants added to interest list
- One (1) Mobile Home rehabilitation application received.
    - One (1) mobile home rehabilitation completed.
    - Three (4) mobile home rehabilitations in construction process.
    - Seven (7) mobile home rehabilitations are in various stages of process prior to loan committee approval.

Single-Family Dwelling Rehabilitation Program:

- No single-family dwelling rehabilitation packets were given out.
- No single-family dwelling applicants added to interest list
- No single-family dwelling applications received.
    - Zero (0) single-family dwelling rehabilitations completed.
    - One (1) single-family dwelling rehabilitations in construction process.
    - Zero (0) single-family dwelling rehabilitations are in various stages of process prior to loan committee approval.

First-Time Homebuyer Program:

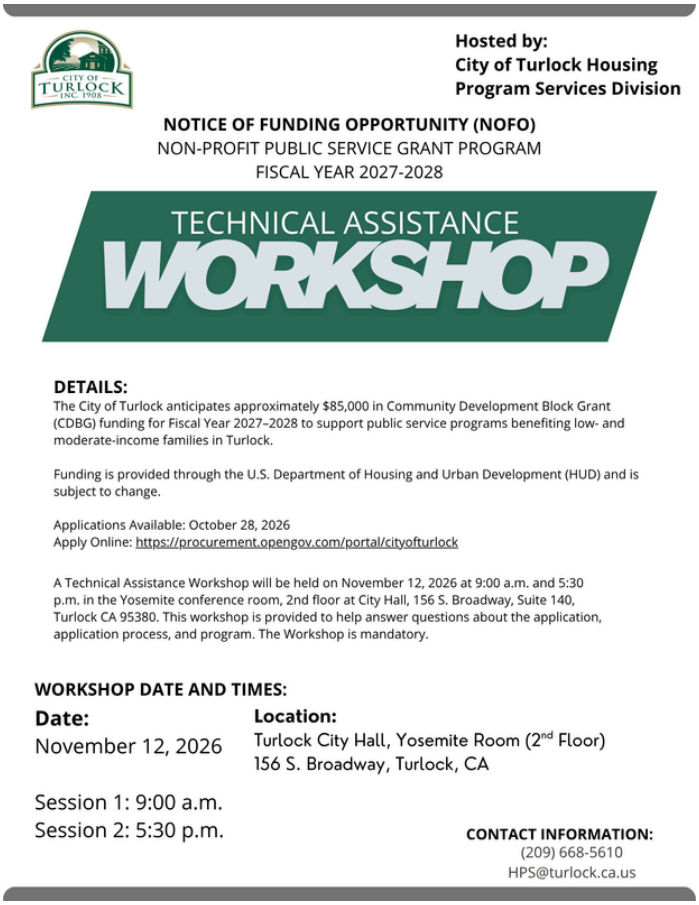
- Two (2) First-Time Homebuyer applications given out.
    - One (1) First-Time Homebuyer application received. Zero (0) approved. One (1) pending eligibility. Zero (0) loans approved by loan committee and funded.

HOME-ARP NOFA

- HOME-ARP NOFA for Development and Public Services applications received.
- Interviewed all three applicants for HOME NOFA
- Began Monitoring We Care, Lambert and Park Street addresses and the City of Oakdale
- Technical assistance provided to Landlord Property Management

Housing Division Updates





The City of Turlock Housing Program Services Division continues to expand housing opportunities, promote homeownership, and provide valuable resources to support low- and moderate-income residents throughout the community.

- **First-Time Homebuyer Program:** The Housing Division celebrated another successful home purchase through the City's First-Time Homebuyer Program, helping a local family achieve the milestone of homeownership. This program continues to provide financial assistance to eligible households seeking to purchase their first home in Turlock.

- **Community Development Block Grant (CDBG) Funding Opportunity:** The Housing Division announced the Fiscal Year 2027–2028 Non-Profit Public Service Grant Program, with approximately $85,000 in anticipated funding to support nonprofit organizations serving low- and moderate-income residents. A mandatory Technical Assistance Workshop is scheduled for November 12, 2026, to provide applicants with guidance on program eligibility, application requirements, and the funding process.

- **Housing Rehabilitation Loan Program:** The Housing Division continues to promote its Housing Rehabilitation Loan Program, providing eligible property owners with financing assistance for essential home repairs and improvements. The program offers qualifying homeowners access to 0% interest forgivable loans of up to $40,000, helping preserve existing housing, improve living conditions, and strengthen Turlock's neighborhoods.

These initiatives reflect the City's continued commitment to expanding housing opportunities, preserving existing housing, strengthening community partnerships, and improving the quality of life for Turlock residents.

Community Events



John Lazar Park Grand Opening
The City of Turlock celebrated the grand opening of John Lazar Park on October 27, 2026, welcoming community members, elected officials, City leadership, and representatives from the Assyrian American National Federation for the official ribbon-cutting ceremony.

The event recognized former Mayor John Lazar for his 22 years of dedicated service to Turlock, with three past and present Turlock mayors participating in the celebration. The new neighborhood park provides additional recreational opportunities, playgrounds, and gathering spaces for families and residents.

This investment reflects the City's continued commitment to enhancing community amenities, improving quality of life, and creating welcoming public spaces for future generations.





Trick-or-Treat with Police - Community Engagement Event

The Turlock Police Department hosted its largest annual Trick-or-Treat event to date at the Public Safety Facility, bringing together local families, City departments, community partners, and businesses for an evening of Halloween festivities and community engagement.

Mayor Amy Bublak, Councilmember Erika Phillips, City Manager Dr. John J. Murphy, and members of the City's executive team attended the event. Multiple City departments participated, distributing candy, sharing information about City programs and services, and connecting with residents.

The event's success was made possible through the dedication of Police Department personnel, City staff, volunteers, and generous contributions from local businesses. This annual tradition continues to strengthen community partnerships, promote positive relationships with law enforcement, and provide a safe, family-friendly experience for Turlock residents.







Discover Turlock for the Holidays

The City of Turlock continues to promote community engagement, local shopping, and tourism through its Discover Turlock marketing initiative. With the holiday season approaching, the City launched a seasonal promotional campaign highlighting local businesses, shopping destinations, dining, and family-friendly events throughout the community.

The campaign features several signature holiday events, including the annual Turkey Trot, Festival of Lights, Downtown Christmas Parade, and Holiday Lights Tour. Through social media, promotional materials, and video marketing, the City encourages residents and visitors to shop locally, support Turlock businesses, and participate in community celebrations.

These efforts support the City's economic development objectives by increasing visibility for local businesses, encouraging visitor spending, and strengthening Turlock's position as a regional shopping and entertainment destination.

👉Discover more holiday events, shopping destinations, dining, and family fun at: DiscoverTurlock.com

📽️Watch our Discover Turlock Holiday Video: https://www.instagram.com/reel/DP7DtmaEn6x/







CITY UPDATE

With Mayor Bublak

October 2026

Dear Turlock Community,

September was another busy month in Turlock, with several opportunities to celebrate our community and the traditions that continue to bring people together. From the Turlock Melon Carnival to the annual Assyrian Festival, it was great to see so many families and residents taking part.

One highlight for me was welcoming the Turlock Melon Pageant contestants to a City Council meeting. This year, the pageant expanded its focus to include confidence, civic-mindedness, community involvement and leadership. The contestants had an opportunity to tell us what they love about Turlock and share their concerns, hopes, and ideas for our community's future. It was encouraging to hear directly from these young residents and see a Turlock tradition helping develop the next generation of community leaders.

The Assyrian Festival was another great example of what makes our community unique, bringing families together to celebrate Assyrian food, music, culture and traditions. Thank you to everyone who helped make both of these events possible and to the residents who came out to support them.

Public safety also continues to be a major focus. I recently joined City Manager Dr. John J. Murphy and Fire Division Chief David Mallory in Oklahoma for the Oklahoma Public Safety Innovation Showcase, where leaders from across the country came together to experience emerging public-safety technology and discuss its future.

Turlock was an early adopter of Qwake Technologies' C-THRU system, a helmet-mounted technology that uses thermal imaging and artificial intelligence to help firefighters see their surroundings and navigate in smoke-filled, low-visibility conditions.

The system can also provide incident commanders outside with a live view of what firefighters are encountering inside. Our firefighters are already putting the technology to use here in Turlock, and the showcase gave us an opportunity to share some of that experience while learning from other public-safety leaders.



"The work we do today should prepare Turlock for the needs of tomorrow."

We're also continuing to make progress on our roads. More than 21 miles of road work have been completed, another 5.4 miles are currently under construction, and 14.4 additional miles are ready to move forward toward construction. Just as important, we're working to protect the progress already made through a long-term maintenance program designed to extend the life of the streets we repair.

As we head into October, I also hope you'll join us for the Turlock Fire Department Open House on Saturday, October 10. It's a great opportunity to meet our firefighters, see some of the equipment they use and learn more about the work they do every day to serve Turlock.

There is a lot of good work happening throughout our city, and I'm grateful to everyone who continues to play a part in it. We'll keep working to improve our roads, support our first responders and provide the level of service our community deserves.

-Amy Bublak

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

