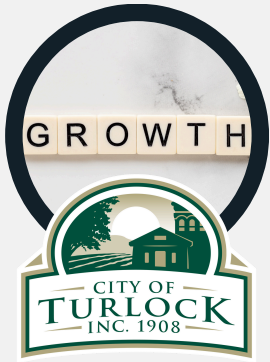


ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - August 2025



**TURLOCK
IS
OPEN FOR
BUSINESS !**

TURLOCK BY THE NUMBERS

TURLOCK POPULATION

74,150

20 MILE POPULATION RADIUS

640,000

TURLOCK LABOR FORCE

33,000

CSU STANISLAUS AVERAGE ANNUAL ENROLLMENT

8,000 - 10,000

Data Sources: ESRI, Placer.AI, CSU Stanislaus



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 months of August 2025, City of Turlock Economic Development staff met with 13 local businesses.

***2025-2026 Annual Business Retention and Expansion (BRE) Visits: 30 meetings**
(reporting period : 7/1/2025 - June 30/2026)

Pictured Below:

Save Mart Grand Re-Opening Celebration
(2595 Geer Rd, Turlock, CA 95380)



Pictured Below:

Local business, Palacio, The Truth Boxing
(2224 Maryann Dr, Turlock, CA 95380)



Pictured Above:

City of Turlock Annual Job Fair will take place Wednesday, November 5, 2025 from 10 a.m. - 2 p.m. at New Life Christian Center (2918 W. Tuolumne Rd. Turlock, CA)
50+ employers are expected to be in attendance.



Pictured Above:

Turlock resident and entrepreneur, Mr. Dion Skaria, owner of Fit Candy. Keep an eye out—this healthy snack may be on local store shelves soon! Visit the website to learn more: <https://fitcandy.store/>



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.

Monthly Report - August 2025



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

The City of Turlock partnered 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. September 2025 session is now open for enrollment!

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



Digital Literacy 4



Financial Literacy



Pathway to College



VIRTUAL CLASSES AT NO COST SEPTEMBER 2025

Classes start week of
September 22

Courses Offered

- Digital Literacy 1 to 4
- Financial Literacy
- Health and Wellness
- Parenting Skills
- Pathway to College
- Professional Development
- Small Business Development
- Social Emotional Learning
- Spanish Conversation



Our Program

Evenings via Zoom
from 6:30p.m. to 8:30p.m.

Choose what days work for you
Monday/Wednesday or
Tuesday/Thursday Sessions

Receive a certificate!
Complete the required amount of
classes and earn a certificate
signed by the CSU Fresno
president

Call: 559.278.0719
Text: 559.554.2532

fresnostate.edu/parentuniversity

parentuniversity@mail.fresnostate.edu

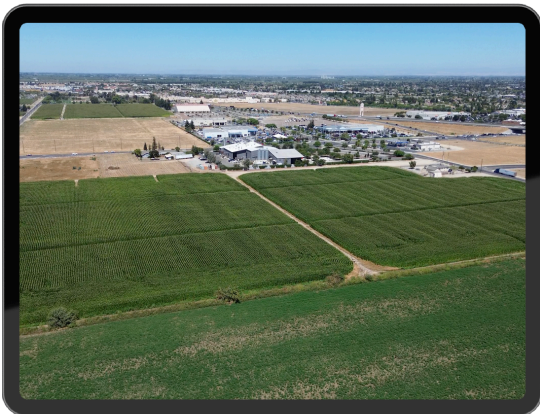
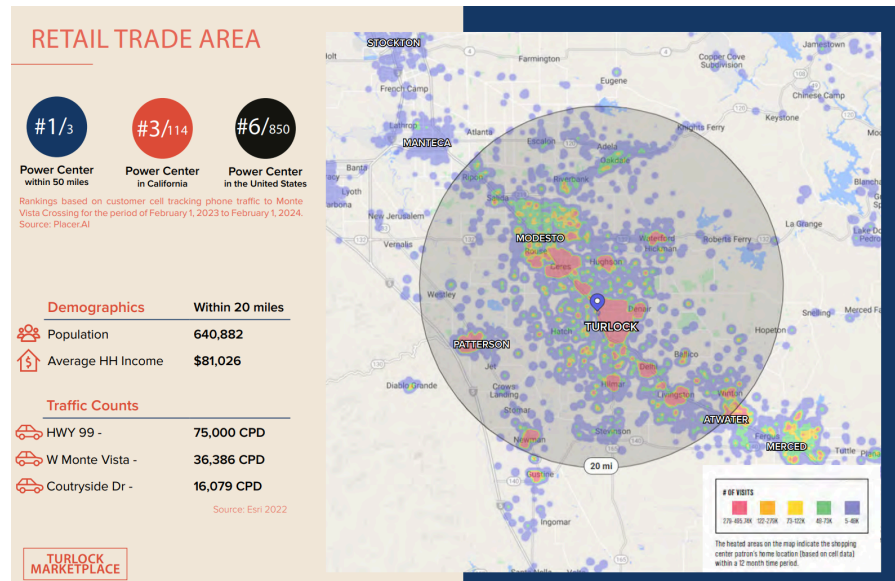


Attraction strategies within economic development are designed to draw new businesses, industries, and investments to a region. These strategies typically involve a combination of marketing, incentives, infrastructure development, and partnership-building to create a compelling case for businesses to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

- The Westside Industrial Specific Plan (WISP) is one of Turlock's greatest assets, cultivating a dynamic industrial hub that fuels local business growth, generates quality jobs, and strengthens our economy. Spanning 2,600 acres, this area represents smart planning and strategic expansion, driving innovation, advancing sustainability, and creating opportunities that support a circular economy for the entire community. We are proud to highlight the vision behind this development and look forward to the bright future it continues to shape!
- Pedretti Sports Complex - Hosting more than 35 softball tournaments each year, this premier city facility boosts Turlock's economy and drives hotel activity by attracting visitors through recreation and sports tourism.

Below: Aerial footage of WISP, nearby commercial properties, and Pedretti Sports Complex.

Find available Turlock commercial properties here:
<https://www.loopnet.com/search/commercial-real-estate/turlock-ca/for-sale/>





Business Workshops

Supporting start-ups and entrepreneurs is a strategic investment within economic development. Innovation can drive new ideas, technologies, and create the “Spark” of a new business to open up, resulting in job creation, and adding more value to the local economy.

One of the ways the City of Turlock supports startups, entrepreneurs, and the existing business community is by offering no-cost business workshops and implementing targeted business development programs.

Workshops are held monthly within the City and feature a variety of topics and strategies presented by guest speakers with expertise in different areas of business.

Recent business workshops:

8/7/2025: Business Plan & Model Bootcamp

Other city sponsored workshops:

8/28/2025: First Time Home Buyer Program Workshop



FIRST TIME HOME BUYER PROGRAM
WORKSHOP
FOR
LENDERS AND REALTORS

LOCATION: Turlock City Hall, Yosemite Room
156 S. Broadway, Turlock, CA
2nd Floor

Hosted by:
City of Turlock Housing Program Services Division

DATE: AUGUST 28, 2025 FROM 9:00 A.M. TO 11:00 A.M.

WITH OUR FIRST TIME HOME BUYER PROGRAM
HOMEOWNERSHIP IS WITHIN REACH !!!

CONTACT INFORMATION:
(209) 668-5610
HPS@turlock.ca.us



BUSINESS PLAN & MODEL
BOOTCAMP

IDEAL FOR EARLY-STAGE FOUNDERS, SMALL BUSINESS OWNERS,
AND ANYONE SEEKING TO DEVELOP A PRACTICAL BUSINESS PLAN.

NO COST TO ATTEND !!!

SCAN THE QR CODE

Or Visit:
bit.ly/BusinessPlanBootcampTurlock

NEW LOCATION

WHAT YOU WILL LEARN ABOUT:

- HOW TO CREATE AN ACTIONABLE BUSINESS PLAN
- AVAILABLE SUPPORT FROM SCORE MENTORS
- CANVA TEMPLATES
- EXPERT INSIGHTS

WORKSHOP DETAILS
THURSDAY, 8/7/2025
FROM 10:00 AM - 12:30 PM
CARNEGIE ARTS CENTER
250 N. BROADWAY, TURLOCK, CA 95380

BROUGHT TO YOU BY: SCORE SBA City of Turlock



Turlock Partnership Incentive Program

\$1,000 Business Grant Available

The goal of this program is for new businesses to open in vacant store fronts and create additional jobs in our community.

The program provides a one-time payment of \$1,000 to help new businesses.

For more information visit:

https://www.cityofturlock.org/_pdf/files/CityofTurlockPartnershipIncentiveProgram-EligibilityRequirements.pdf



City of Turlock
Partnership Incentive Program

\$1,000 Business Grant Available

The goal of this program is for new businesses to open in vacant store fronts and create additional jobs in our community.

The program provides a one-time payment of \$1,000 to help new businesses.

Application should be made prior to, or closely following, business opening. Payment will be awarded following completion of all requirements and business opening.

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

For more City of Turlock business resources visit:

Eligibility
Participants must provide the following:

1. Must occupy an existing vacant building in the City of Turlock.
2. Provide a Business Plan (contact City of Turlock for available free business plan services).
3. Identify an appropriately zoned location of business (Free service provided by City of Turlock).
4. Participate in Pre-Development meeting (Free service provided by City of Turlock).
5. Agree to participate in minor record-keeping to provide feedback on a quarterly basis for at least 1 year to help improve program.

Program is limited to 30 businesses per year

Pay to the Order Of: **Your New Business** \$ **1,000**

0000000000 | 00000000000000 | 0000

Turlock Security Enhancement Pilot Program

The Turlock Security Enhancement Pilot Program will provide an opportunity for Turlock businesses to add security enhancements by way of Fusus' video surveillance and real-time crime software. Fusus will enhance situational awareness for Dispatch and responding officers, giving them a real-time look at live camera feeds from participating businesses when a crime or suspicious activity occurs in the downtown district.

The City of Turlock Turlock Security Enhancement Pilot Program will fund the first-year costs for up to 59 businesses within the city of Turlock. Businesses interested in participating in the pilot program will be assisted by Turlock Police Department to facilitate the onboarding process with Fusus. Second year cost is \$150 (participating business responsible for on-going costs after 1st year).

****Participating business is responsible for taxes***



TURLOCK
SECURITY ENHANCEMENT PILOT PROGRAM

COLLABORATING TO KEEP TURLOCK SAFE

The Turlock Security Enhancement Pilot Program will provide an opportunity for Turlock businesses to add security enhancements by way of Fusus' video surveillance and real-time crime software. Fusus will enhance situational awareness for Dispatch and responding officers, giving them a real-time look at live camera feeds from participating businesses when a crime or suspicious activity occurs in the downtown district.

The City of Turlock Security Enhancement Pilot Program will fund the first-year costs for up to 59 businesses within the city of Turlock. Businesses interested in participating in the pilot program will be assisted by Turlock Police Department to facilitate the onboarding process with Fusus.

***Program is currently limited to a one-year pilot program**

1st Year Costs: \$0

Cost after 1st Year: \$150 Annually

*Business to pay Fusus directly.
*If business decides not to participate after first year, Fusus equipment is to be returned to the City of Turlock.

INCREASING SAFETY. RESPECTING PRIVACY.

- The Turlock Security Enhancement Pilot Program enables businesses to share live video feeds with the Turlock Police Department in emergencies to improve community safety and law enforcement response.
- Access to your camera is conditional upon mutual agreement between you and the Turlock Police Department and will only be viewed in the event of a criminal incident in the proximity of your business.

What is Fusus and how does it work?

Scan the QR Code to watch a short video.

For more information, or to enroll your business, please contact:

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

Melanie Suffecool
Crime Prevention Specialist
Turlock Police Department
209.666.3153
msuffecool@turlock.ca.us

http://m.youtube.com/watch?v=zoyJuGR-jtE&ab_channel=Fusus

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

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

Turlock is home to a variety of family-friendly community events held throughout the year.

- 7th Annual Warriors Explore Downtown Turlock takes place Wednesday, 9/17/2025 from 4pm - 8pm
- The City of Turlock Citizen Survey 2025 is now open. Please provide your feedback, it takes 4 minutes or less to complete the survey!
- The 2025 Fall Auto Swap Meet takes place Sunday, 9/21/2025 from 6am - 2pm. Further information provided in image below.




Citizen Survey 2025
TAKES FOUR MINUTES OR LESS
City of Turlock Citizen Survey 2025
When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.
1. Approximately how many years have you lived in Turlock?
○ Less than 5 years
○ 5-10 years
○ 11-20 years
○ More than 20 years
File services: Very Satisfied, Satisfied, Neutral, Dissatisfied
Maintenance of city streets and sidewalks: Very Satisfied, Satisfied, Neutral, Dissatisfied
City parks: Very Satisfied, Satisfied, Neutral, Dissatisfied
VISIT [TINYURL.COM/CITYOFTURLOCKSURVEY2025](https://tinyurl.com/cityofturlocksurvey2025) OR SCAN THE QR CODE TO START



Leadergov Training for Department

Through the City of Turlock’s partnership with Leadergov for professional learning and development, the Economic Development and Communications Department participates in monthly leadership sessions focused on enhancing individual and team performance. These sessions provide structured opportunities for staff to engage in strategic activities that foster professional growth, strengthen communication and collaboration, and align departmental efforts with the City’s broader organizational goals. The program also supports the development of leadership competencies, promotes a culture of continuous improvement, and reinforces the City’s commitment to high-quality public service.

Initial department activities and topics include:

- DISC Assessments
- Department Goal Setting Session
- Department SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- My Personal inventory Activity (describing individual work style, personality, etc.)
- Leading Change and Keys to facilitating Change





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>



<https://www.instagram.com/city.of.turlock>



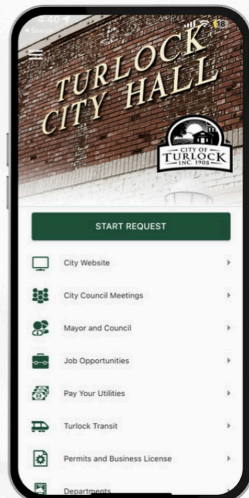
<https://www.linkedin.com/company/city-of-turlock/>

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

www.cityofturlock.org/businessresources



Download
MyTurlock



Download the
City of Turlock
Mobile App

