

ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - December 2025



ECONOMIC
DEVELOPMENT DEPT.

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



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



City of Turlock – Economic Development & Communications Department

Executive Summary – December 2025 Monthly Report

Key Highlights

- Launched the Business Assistance Drop-In Program, providing no-cost, one-on-one support for entrepreneurs and existing businesses every Tuesday at City Hall, strengthening direct business engagement and accessibility to City resources.
- Conducted 11 Business Retention and Expansion (BRE) meetings in December, contributing to 97 total BRE visits for the 2025–26 fiscal year, reinforcing support for existing employers and local job stability.
- Highlighted business attraction strategies, including sports tourism, which generates hotel stays, visitor spending, and recurring sales and transient occupancy tax (TOT) revenues, supported by 30+ annual tournaments at Pedretti Sports Complex.
- Successfully executed the Discover Turlock for the Holidays marketing campaign, generating over 866,000 impressions and a 74% video completion rate, driving local shopping and event participation.

Summary:

The December 2025 Economic Development & Communications Monthly Report highlights the City of Turlock's comprehensive approach to supporting businesses, workforce development, and community engagement.

The report demonstrates strong momentum in business retention, small business assistance, incentive expansion, and targeted attraction strategies such as sports tourism. Marketing and communications efforts successfully drove local economic activity during the critical holiday season, while accessibility initiatives reinforced the City's commitment to inclusive growth.

Collectively, these efforts position Turlock for continued economic resilience, business confidence, and quality-of-life improvements moving into 2026



TURLOCK BY THE NUMBERS

TURLOCK POPULATION

73,100

20 MILE POPULATION RADIUS

640,000

TURLOCK LABOR FORCE

33,000

Data Sources: ESRI, Placer.AI, CSU Stanislaus

TURLOCK HOUSING MARKET STATS - NOV. 2025

ACTIVE LISTINGS: 106

SOLD LISTINGS: 33

AVG. LIST PRICE: \$539,000

AVG. SALE PRICE: \$439,000

AVG. DAYS ON MARKET: 37

AVG. PRICE PER SQ. FT: \$306

Data Sources: Turlock CVAR Realtor



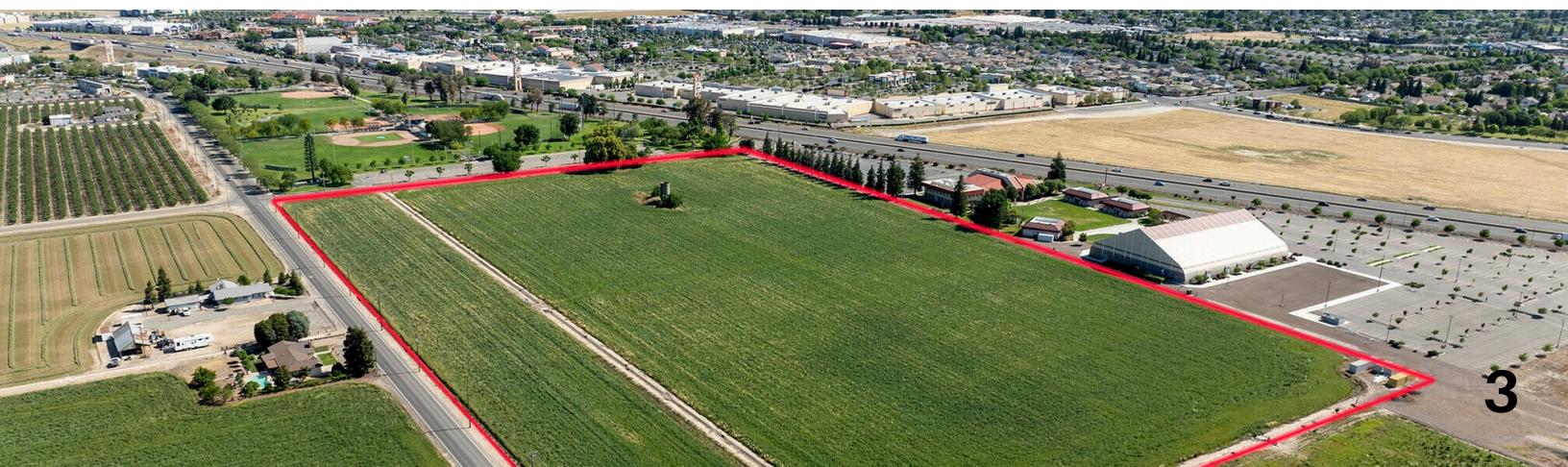
CSU STANISLAUS AVERAGE ANNUAL ENROLLMENT

8,000 - 10,000



The graphic features the City of Turlock logo at the top left. In the center, it says "DISCOVER TURLOCK FOR THE HOLIDAYS!" with "CELEBRATE THE SEASON WITH HOMETOWN CHARM" below it. To the left, a "Holiday Events" section lists events like the Shop the Blocks, Turkey Trot Run, Holiday Market, Festival of Lights, Christmas Parade, and Holiday Lights Tour. To the right, a "Shopping in Turlock" section lists Downtown Turlock, Monte Vista Crossings, Geer Road, and "Shop all of Turlock!". A "Watch The Promo VIDEO NOW" button with a QR code is in the bottom right. Three small white Christmas trees are scattered at the bottom. A call to action at the bottom right says "Visit DiscoverTurlock.com".

Pictured Below: 3000 W. Tuolumne Rd., Turlock, CA; 24.97 acres, Zoned Community Commercial





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 December 2025, City of Turlock Economic Development staff met with 11 local businesses and organizations.

***2025-2026 Annual Business Retention and Expansion (BRE) Visits: 97 meetings**
(reporting period: 7/1/2025 - June 30/2026)



Pictured above: New Turlock businesses that opened in December 2025

- **Tacos California located at 2500 Fulkerth Rd., Turlock, CA**
- **Nations Giant Hamburgers located at 1811 Countryside Drive, Turlock, CA**
- **Mister Carwash located at 2530 Countryside Drive, Turlock, CA**

To request a meeting with our economic development team visit:

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



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.



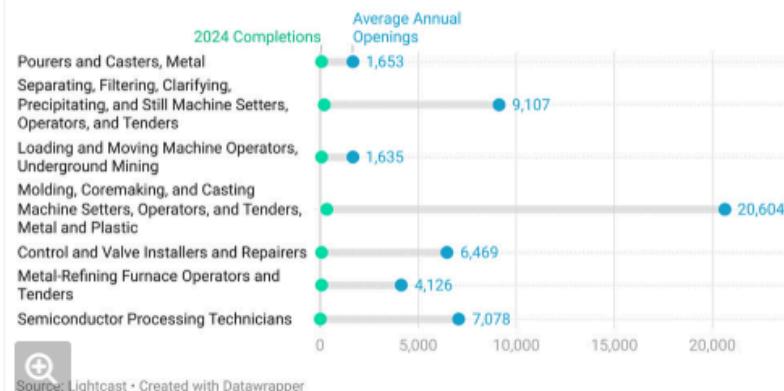
A closer look at current workforce trends:

Area Development Magazine, Q4 2025:

<https://www.areadevelopment.com/skilled-workforce-STEM/q4-2025/the-workforce-bottleneck-in-americas-manufacturing-revival.shtml>

Critical Shortages

These skilled trades have more job openings than qualified graduates. Ratios above 1.0 indicate that employers are competing for too few trained workers – often by hundreds to one.



Critical Shortages

Electricians, plumbers, HVAC technicians, and machinists – the backbone of the industrial workforce – remain in short supply. Electricians are one of the few trades where graduates slightly outnumber openings; most others fall short.

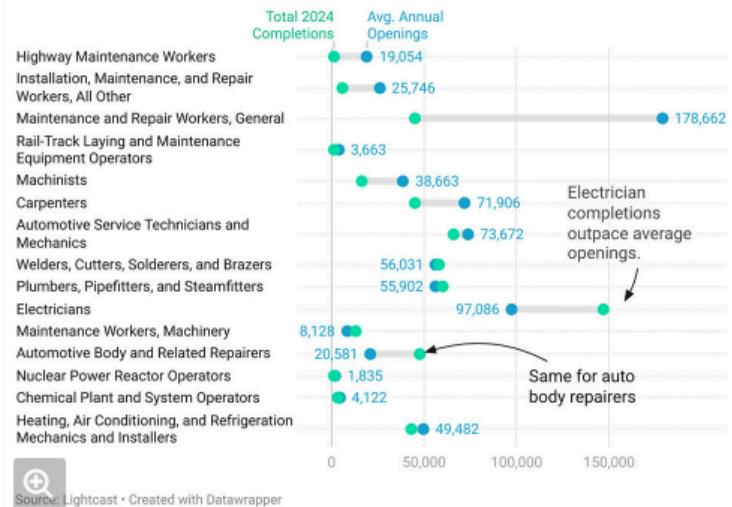
Machinists face about 2.4 openings per graduate, maintenance and repair workers nearly 4 per graduate, and highway maintenance roles exceed 16 to 1.

These figures incorporate both traditional college completions and DOL-registered apprenticeship graduates, giving a fuller picture of how local training ecosystems are performing.

“The gap isn’t so much getting entry-level journey workers; it’s that transition all the way into superintendent and field leadership,” said Scott Canada, president of Renewable Energy at McCarthy Construction. “That foreman-to-superintendent step is really tough.”

A Look at Some Common Skilled Trades

This chart compares the number of average annual job openings with the number of trade school graduates in 2024 across 15 familiar skilled trades. Even in well-known fields like plumbing, HVAC, and machining, employer demand remains strong – and in a few specialized areas, like nuclear power operations and industrial maintenance, the gap is especially striking.



A Look at Some Common Skilled Trades



Workforce Development - Talent Development

Monthly Report - December 2025

Workforce Trends (continued):

In summary, the Area Development Q4 2025 workforce article explains that while the United States is experiencing a strong manufacturing revival fueled by reshoring, automation, and federal investment, a severe shortage of skilled workers is emerging as a major constraint.

Manufacturers are struggling to find employees with the technical, trade, and STEM skills required for modern production environments, which is increasingly influencing site selection and expansion decisions. In response, companies and communities are rethinking workforce pipelines by investing in training, upskilling, and partnerships with educational institutions, while also tapping into underutilized labor pools.

The article concludes that without significant and sustained workforce development efforts, the talent gap could slow or limit the long-term success of America's manufacturing resurgence.

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. This academic year (Aug. 2025 - June 2026) there has been 43 certificates achieved thus far.

To register for future courses visit:

<https://cge.fresnostate.edu/oced/parent-university.html>



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/>





Attraction

Monthly Report - December 2025

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.

Sports tourism is a powerful economic development driver that generates new visitor spending, supports local businesses, and strengthens a community's tax base. Tournament and event-driven sports bring non-resident visitors who stay in local hotels, dine at restaurants, shop in retail centers, and use transportation and entertainment services, creating direct and indirect economic impacts. In addition to increasing transient occupancy tax (TOT) and sales tax revenues, sports tourism helps stabilize demand during off-peak travel periods and provides recurring economic activity throughout the year.

Did you know?

Pedretti Sports Complex hosts 30+ tournaments annually.

Tell us what businesses you would like to have in Turlock!

email:
asims@turlock.ca.us



TOPGOLF SHAKE SHACK



sam's club

**NORDSTROM
rack** **RIVIAN**
**SPROUTS™
FARMERS MARKET**

Other: _____

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ECONOMIC DEVELOPMENT

VIBRANT & GROWING COMMUNITY

PERFECT FOR RETAIL, MFG, LOGISTICS, AG, WAREHOUSING, AND BIO-ECONOMY

RETAIL & INDUSTRIAL RECRUITMENT

OPEN FOR BUSINESS!

OPPORTUNITY HERE!

- Sites available!
- High-visibility locations along freeway 99
- Retail, Industrial, Manufacturing, Logistics, Agriculture, Warehousing, Bio-Economy
- Contact us for more information

DEVELOPMENT MADE EASY

- No-cost pre-development meetings
- City grants available for new businesses
- Great energy rates through TID
- Dedicated support for developers
- We want your business here!

BUSINESS THRIVES HERE

- 73,100 population
- 640K population within a 20-mile radius
- 99K+ vehicles per day on freeway 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, CSU Stanislaus & more!

GROW WITH TURLOCK

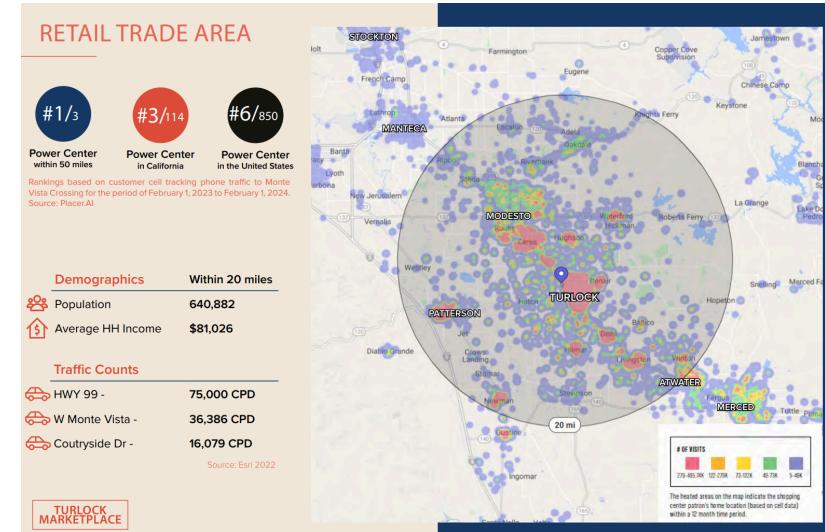
CONTACT US

Anthony Sims
Economic Development Director & Communications Officer
asims@turlock.ca.us
(209)668-5540 X 1122

SCAN ME

DISCOVER TURLOCK

<https://www.cityofturlock.org>





Turlock Partnership Incentive Grant Amount Increase!

At the November 18th, 2025 City Council meeting, the Council voted unanimously to increase the Turlock Partnership Incentive Program grant from \$1,000 to \$3,500!

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
Phone: 209-668-5540 Ext. 1122 or 209-668-6031



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:

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Communications Officer
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*Program available while funds last

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



Economic Trends

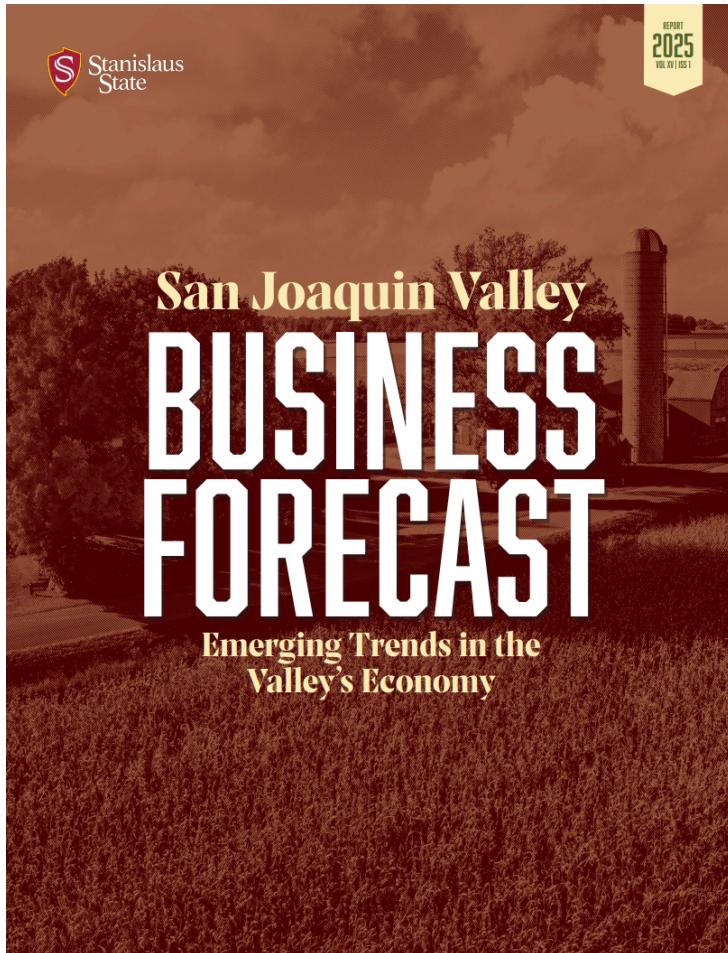
Monthly Report - December 2025

CSU Stanislaus, San Joaquin Valley Business Forecast
Emerging Trends in the Valley's Economy



CALIFORNIA STATE UNIVERSITY
Stanislaus

Read the full report here:
<https://www.csustan.edu/cba/san-joaquin-valley-business-forecast>



The San Joaquin Valley Business Forecast 2025 (Volume XV, Issue 1) is an annual economic outlook report produced by Stanislaus State that analyzes current conditions and future trends shaping the San Joaquin Valley economy.

The report provides data-driven forecasts across key areas including employment, housing, inflation, wages, banking, and capital markets, using long-term historical trends and two-year projections.

It is designed to help business leaders, policymakers, educators, and community stakeholders understand economic risks, growth sectors, and emerging challenges facing the region.

Overall, the report serves as a strategic planning and decision-making tool for anticipating economic shifts and preparing for regional economic resilience



Business Workshops

Supporting startups and entrepreneurs is a strategic investment in economic development. Innovation sparks new ideas, technologies, and businesses, driving job creation and adding lasting value to the local economy.

The City of Turlock supports startups, entrepreneurs, and the broader business community by offering no-cost business workshops and implementing targeted business development programs.

These workshops are held throughout the year and feature a wide range of topics and strategies, presented by guest speakers with expertise in various areas of business.

Upcoming business workshops:

1/29/2026: Small Business Funding Expo

For more details, see flyer below.



AMERICA'S SBDC CALIFORNIA | **Valley Sierra Small Business Development Center** | **OPPORTUNITY Stanislaus** | **CITY OF TURLOCK INC. 1908**

SMALL BUSINESS FUNDING EXPO

Roger Gilbert
SBDC Capital Access Center Director

This no-cost in-person event will teach small business owners how to access capital from different funding sources!

LEARN FROM A PANEL OF INDUSTRY EXPERTS

Lucy Virgin BMO	Robert Rodarte US Bank	Tina Marcelo Valley First Credit Union	Diane Silva Success Capital
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THURSDAY, JANUARY 29TH

CARNEGIE ARTS CENTER
250 N BROADWAY, TURLOCK, CA

3:30PM - 5:00PM
RESOURCE FAIR
5:00PM - 6:00PM
LENDER PANEL



REGISTER - bit.ly/fundingexpo2026

FUNDED IN PART THROUGH A COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. ALL OPINIONS, CONCLUSIONS, AND/OR RECOMMENDATIONS EXPRESSED HEREIN ARE THOSE OF THE AUTHOR(S) AND DO NOT NECESSARILY REFLECT THE VIEWS OF THE SBA OR THE CENTRAL CA SBDC NETWORK.

Small Business Saturday®
November 29, 2025

SHOP SMALL

5 Essential Tips for Small Business Success

Tip 1
Build a Strong Digital Presence & Embrace E-Commerce

Tip 2
Understand Your Customers & Deliver Exceptional Experience

Tip 3
Manage Finances With Precision and Regular Tracking

Tip 4
Leverage Technology & Automation to Work Smarter

Tip 5
Stay Adaptable, Innovative, & Open to New Opportunities

Read the complete 5 Essential Tips for Small Business Success guide here:

https://www.cityofturlock.org/_pdf/files/5_Tips_For_Small_Business_Success.pdf



Business Resources

The City of Turlock's Economic Development Department is launching a new Business Assistance Drop-In Program that provides no-cost, one-on-one support for new and existing businesses.

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

No-Cost One-on-One Business Support!



ECONOMIC
DEVELOPMENT DEPT.

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From October 14 through December 31, the City of Turlock implemented the Discover Turlock for the Holidays marketing campaign to encourage local shopping, support Turlock businesses during the critical fourth quarter, and increase attendance at holiday events throughout the community.

Campaign Results (Oct. 14 - Dec. 31, 2025):

- Over 866,000 total impressions across local and regional audiences
- 614,635 static image ads and 251,919 video ads delivered
- 186,283 full video views, resulting in a strong 74% video completion rate

The campaign highlighted Turlock's shopping districts, restaurants, and major holiday events, helping drive consumer visits, reinforce local spending, and support the city's business community during one of the most important retail seasons of the year.

👉 Explore local shops, dining, and events: DiscoverTurlock.com

🎥 Watch our holiday video: <https://www.instagram.com/reel/DP7DtmaEn6x/>



**DISCOVER TURLOCK FOR THE HOLIDAYS
CAMPAIGN RESULTS**

CITY OF TURLOCK INC. 1852

📊 Campaign Impact (Oct. 14, 2025 – Dec. 31, 2025):

- 866,000+ total ad impressions across the region
- 614,635 static image ads reaching local and regional shoppers
- 251,919 video ads served online
- 186,283 full video views – a strong 74% video completion rate

Watch The Promo **VIDEO**



Local Shopping | Holiday Events | Family Fun

Visit DiscoverTurlock.com





Communications Dept. - Community News and Events

Monthly Report - December 2025

46th Annual Turlock Downtown Christmas Parade

The 46th Annual Christmas Parade was a wonderful way to continue the holiday celebrations, and we loved seeing our community come together for one of Turlock's biggest traditions.

From the creative floats to the festive energy along the route, it was a night to remember.

A big thank you to all the participants, volunteers, and staff who helped make this year's parade such a success.

Merry Christmas, Turlock!





Communications Dept. - Community News and Events

Monthly Report - December 2025

Building an Accessible Turlock for All

At the City of Turlock, we believe every resident deserves to experience our community fully, and we are committed to creating a more accessible, welcoming environment for people of all abilities. We're currently looking at:

- Advancing the citywide ADA evaluation.
- Collecting field data in public spaces.
- Reviewing curb ramps, refuge islands, pushbuttons, and sidewalks.
- Identifying mobility and ADA barriers.
- Assessing City buildings, facilities, and parks.
- Using data to guide future accessibility upgrades.

"Prioritizing improvements that enhance safety and inclusion so that individuals of all abilities can participate in and enjoy everything our city has to offer.

Scan the QR code to learn more



ONLINE ADA ACCESSIBILITY REPORTING NOW AVAILABLE

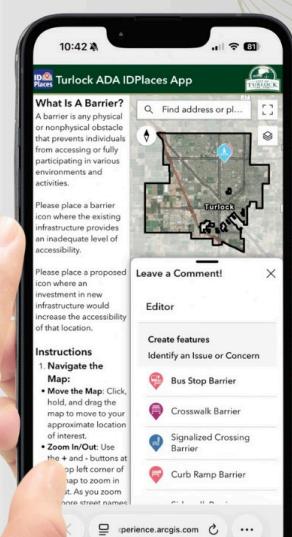
As part of our ongoing ADA Self-Evaluation and Transition Plan, the City of Turlock now offers a new interactive tool—IdPlaces—to help residents report accessibility concerns in public spaces.

This mobile-friendly map lets you:

- ✓ Drop a pin to show where an issue exists
- ✓ Leave a comment with details
- ✓ Submit feedback in English or Spanish



Scan HERE



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We're currently looking at:

Advancing the citywide ADA evaluation. Collecting field data in public spaces. Reviewing curb ramps, refuge islands, push-buttons, and sidewalks.

Identifying mobility and ADA barriers. Assessing City buildings, facilities, and parks.

Using data to guide future accessibility upgrades.

To learn more about this project, visit:

<https://www.cityofturlock.org/government/documentsreports/adaaccessibility/>

New Accessibility Reporting Tool

The City of Turlock is excited to share that we have launched a new online ADA accessibility reporting tool as part of our ongoing ADA Self-Evaluation and Transition Plan.

This mobile-friendly tool allows residents to easily report accessibility concerns in public spaces by dropping a pin on a map, leaving comments, and submitting feedback in English or Spanish.

It provides a simple and interactive way for the community to help us identify barriers and prioritize accessibility improvements.

Residents can get started by scanning the QR code on the flyer and participating directly from their mobile device.



Current Highlights



Discover Turlock for the Holidays

Events throughout the season draw crowds, media attention, and the community together.



Turlock Senior Citizens' Art Show

The Turlock Senior Citizens' Group partnered with the City of Turlock to showcase their art class's work on display at City Hall from November 13, 2025, through January 13, 2025, 156 S. Broadway, Turlock, CA.



Stan State Men's Soccer Team

Stanislaus State Men's Soccer Team had an incredible season, one of the best in program history. City Council recognized the team at December's council meeting.



46th Annual Christmas Parade

Once again, the Christmas Parade drew 25-30 thousand people to line downtown Main Street.

City Update

-with Mayor Bublak

December 15, 2025

Dear Turlock Community,

The holiday season is well underway, and as the new year approaches, I am reminded once again of how special it is to live in a city that shows up for one another. The first half of December has been filled with community spirit, local traditions, and meaningful moments of connection that highlight everything we love about Turlock.

One of the biggest celebrations this month was our Downtown Christmas Parade, which brought an incredible turnout. Our community lined the streets, families bundled up together, children cheering, and neighbors greeting neighbors as eighty-nine floats from across Turlock and beyond lit up Main Street. It was a beautiful reminder of how united our city is during this season of joy.

Local businesses have also been bustling, especially as our "Discover Turlock for the Holidays" campaign continues to shine a spotlight on the people, shops, and experiences that make our city unique. Thank you to everyone choosing to shop local. Your support strengthens jobs, families, and the overall vitality of our community.

As we look ahead to the final days of the year, there is much to be excited for. Road and infrastructure improvements will continue to make progress across the city, and we remain committed to enhancing safety, accessibility, and the overall quality of life for all who live and work here.

The holiday season is also an opportunity to check in on our neighbors, support local organizations, and look out for those who may be facing challenges during this time of year, because we are better together.

My hope and prayer is that the coming weeks bring peace, joy, and time together with those you love most. Thank you for making Turlock a community defined by kindness, belonging, and togetherness. I look forward to stepping into the new year with you as we continue building a bright future for our city.

Wishing you a warm and wonderful holiday season and a happy, healthy start to 2026.

-Amy Bublak

Download the
City of Turlock
Mobile App





COMMUNICATIONS UPDATE

Did you know?

You can stay up to date on City of Turlock announcements and information by visiting the following website and social media pages.



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

facebook

<https://www.facebook.com/CityofTurlockCityHall>

<https://www.facebook.com/CityofTurlockEconomicDevelopment>

Instagram

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

LinkedIn

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

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

www.cityofturlock.org/businessresources



DOWNLOAD MY TURLOCK

The My Turlock app allows users to:

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

Available on the App Store and Google Play.

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.
2nd & 4th Tuesday of the month
LOCATION: 156 S. Broadway, 2nd Floor