ECONOMIC DEVELOPMENT



& COMMUNICATIONS

Monthly Report - November 2025





City of Turlock – Economic Development & Communications Department

Executive Summary – November 2025 Monthly Report

Key Highlights

- Turlock continued citywide holiday marketing efforts, with the Discover Turlock for the Holidays campaign reaching more than 575,000 total ad impressions, including 407,013 static ads and 168,921 video plays with an exceptional 74% video completion rate (pg. 11).
- The City hosted major community events in November, including the 51st Annual Turkey Trot on Nov. 22 and the Festival of Lights Tree Lighting on Nov. 28, drawing strong community participation (pg. 12).
- December events were promoted heavily, including the 46th Annual Downtown Christmas
 Parade on Dec. 5 and Cookies with Santa on Dec. 13 (pg. 13).
- Economic indicators show Turlock's population at 73,100, a labor force of 33,000, and a 20-mile trade radius population of 640,000, reinforcing regional market strength (pg. 3).
- The City Council unanimously approved an increase to the Turlock Partnership Incentive Grant, raising available support for qualifying small businesses from \$1,000 to \$3,500 (pg. 9).
- Business Retention & Expansion (BRE) activity remained strong, with 18 business meetings in November and 86 total meetings fiscal year-to-date (pg. 6).
- Attraction efforts continue to spotlight the Westside Industrial Specific Plan (2,600 acres) and major commercial centers like Monte Vista Crossings, ranked #4 in CA and #8 nationally among power retail centers (pg. 8).
- Community engagement initiatives included the Senior Citizens Art Show at City Hall and updates on major accessibility work and Measure A road improvements (pgs. 14-15).

Summary:

The November 2025 Monthly Report highlights a strong month of economic development, community engagement, and holiday programming in the City of Turlock. The City's holiday marketing campaign delivered significant regional reach, while major seasonal events brought thousands of residents together to celebrate. Economic development efforts remained robust with expanded incentive programs, active BRE engagement, and ongoing workforce partnerships.

Overall, the City continues to strengthen its business climate, enhance community livability, and support long-term economic resilience.



TURLOCK BY THE NUMBERS

TURLOCK POPULATION

20 MILE POPULATION RADIUS

73,100

640,000

* POPULATION ERROR ON AUGUST REPORT

TURLOCK LABOR FORCE

33,000

Data Sources: ESRI, Placer.AI, CSU Stanislaus





CSU STANISLAUS AVERAGE ANNUAL ENROLLMENT

8,000 - 10,000





General Overview

California sales tax receipts increased by 0.2% over the same quarter from last year, with Northern California reporting a 0.4% increase compared to a 0.2% increase for Southern California. Sales tax receipts for the City of Turlock decreased by 3.0% over the same period.

Economic Activity: Real Gross Domestic
Product (GDP) increased at an annual
rate of 2.5% in the first quarter of
2025. U.S. inflation ticked up to 2.7%
in June of 2025, down 6.4 percentage
points from its most recent peak of 9.1% in
June of 2022. California's headline
inflation increased to 3.0%.
(DIR, BEA, BLS, August Finance Bulletin)

Employment: The U.S. unemployment rate remained the same at 4.1% in April of 2025. California's unemployment rate increased by 0.1 percentage point to 5.4% as of June 2025, 0.4 percentage points higher than the September 2023 rate of 5.0% (EDD, BLS, April Finance Bulletin)

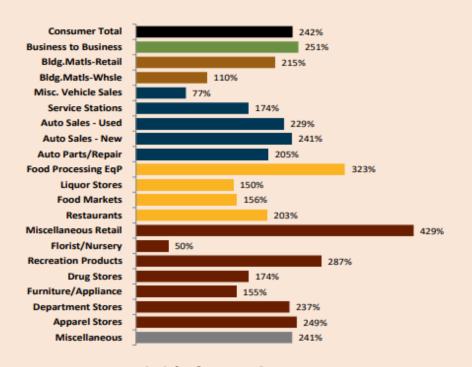
Personal Income: U.S. personal income increased by 4.9% for the first quarter of 2025, compared to same quarter previous year. Compensation of employees increased by 4.8% while personal current taxes increased by 7.9% from the previous period, resulting in a net gain of 4.5% in disposable income. (BEA)

Quarterly Business Activity Performance Analysis

2025Q2 Taxable Sales \$ 486.1 million 2024Q2 Taxable Sales \$ 514.1 million Percent Change -5.5%



2nd Quarter 2025 Sales Tax & Capture Gap Analysis Report STANISLAUS COUNTY REGION



Top 25 Sales & Use Tax Generators

The list is alphabetical and is based on sales from May, 2024 through June 2025.

These twenty five businesses generate 60.1% of Turlock's Sales and Use Tax Revenue.

HOME DEPOT

AMAZON.COM SERVICES - EC
ARCO AM/PM MINI MARTS
BONANDER PONTIAC/BUICK/GMC
CHEVRON SERVICE STATIONS
COSTCO WHOLESALE
DICK'S SPORTING GOODS
FIRE HOUSE COOPERATIVE - MMD
GARTON FORD TRACTOR

AMAZON, COM - EC

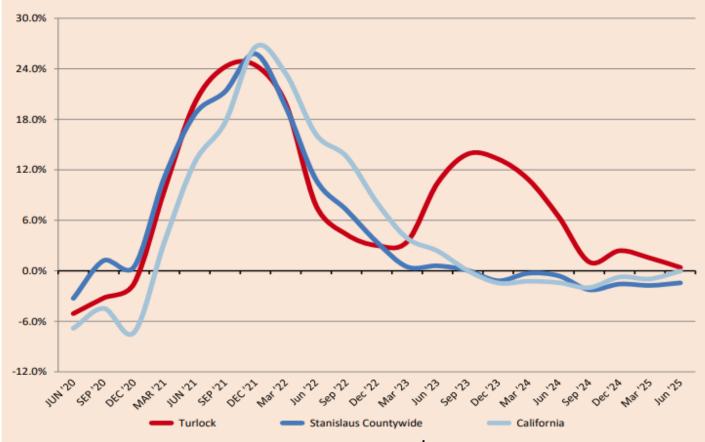
HPS TECH CALIFORNIA
JOE M.GOMES AND SONS
KOHL'S DEPARTMENT STORES
LOWE'S HOME CENTERS
MCDONALD'S RESTAURANTS
N & S TURLOCK
NELSON-JAMESON

ROSS STORES SMITH CHEVROLET TARGET STORES TJ MAXX

TURLOCK CRYSLR DDGE JEEP RAM UNITED RENTALS

VALERO SERVICE STATIONS WAL MART STORES

Annualized Change in Sales Tax Cash Receipts



Sal	loc '	Tav	Roy	onue	on	a Cas	h Rad	cic
Эd	es	IdX	Rev	enue	· OII	a cas	III Da:	212

	2025Q2	2024Q2	% Change
General Retail	2,310,753	2,395,683	-3.5%
Food Products	823,390	805,016	2.3%
Transportation	862,612	839,576	2.7%
Construction	237,228	439,482	-46.0%
Business To Business	633,210	647,822	-2.3%
Miscellaneous	73,168	39,014	87.5%
Gross 1%	4,940,363	5,166,593	-4.4%
County Pool	886,907	840,774	5.5%
State Pool	1,492	4,323	-65.5%
County Sharing	(291,438)	(300,584)	3.0%
Administration	(40,455)	(42,753)	5.4%
Subtotal	556,506	501,759	10.9%
Total Sales Tax	5,496,869	5,668,351	-3.0%

Sales Tax Cash Basis Performance Stanislaus County

	% Change
Ceres	-10.8%
Modesto	-5.7%
Newman	-9.5%
Oakdale	-0.2%
Patterson	-1.9%
Riverbank	38.8%
Turlock	-3.0%
Waterford	-5.8%
Hughson	1.4%
Stanislaus County	5.5%
Countywide	-0.5%



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 November 2025, City of Turlock Economic Development staff met with 18 local businesses and organizations.



Visits: 86 meetings

(reporting period: 7/1/2025 - June 30/2026)

Pictured Below:

City Economic Development staff attending the annual Central Valley Business Expo. Turlock companies attending the event included Turlock Sports Park, Impact Prints, Balanced Books, Turlock Chamber of Commerce and more!









To request a meeting with our economic development team visit:





Pictured Above: Ribbon Cutting/Grand Opening Celebration of new Turlock business, Miniso, located at 2701 Countryside Drive, Turlock, CA.



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.





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

CITY OF — TURLOCK — INC. 1908—

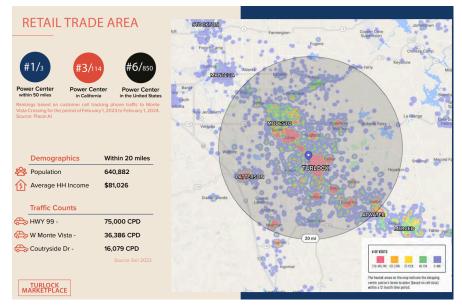
Attraction strategies within economic development are designed to draw new businesses, industries, and investments to a region. These strategies typically involve a combination of marketing, incentives, infrastructure development, and partnership-building to create a compelling case for businesses to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

• Did you know?

Monte Vista Crossings is the #4 power retail center in CA, and #8 in the U.S.





Above: Available Turlock commercial properties; 2971 Sun Valley Court and 531 N. Walnut Road

Find more available Turlock commercial properties here: https://www.loopnet.com/search/commercial-real-estate/turlock-ca/forsale/







Attraction

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**

Business

Email: asims@turlock.ca.us

ATTERNATION OF

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



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.

For More Info:



Economic Development Director & Communications Officer (209) 668-6031 ASims@turlock.ca.us

Small & Local Business: Cannot be part of a franchise, nonprofit or corporate chain.

Eligibility:

Location: Your business must occupy an existing vacant

building/commercial location

is available through the SBDC

quarterly feedback for one year.

Business Plan: Provide a business plan. No-cost assistance

within city limits.

Pre-Development: Participate in a no-cost pre-development meeting

with City staff. Record-Keeping: Agree to simple record-keeping &

*Program available while funds last

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



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.

City of Turlock celebrates Small Business Saturday! 11/29/2025, "Shop Small"





To request a meeting with our economic development team visit:

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



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

Discover Turlock for the Holidays

Have you noticed our "Discover Turlock for the Holidays" ads and holiday videos?

This strategic marketing campaign is designed to attract more visitors to Turlock while encouraging consumers to shop in Turlock and support our businesses. The graphics and holiday videos are part of a citywide effort to spread holiday cheer and showcase all that Turlock has to offer this season!

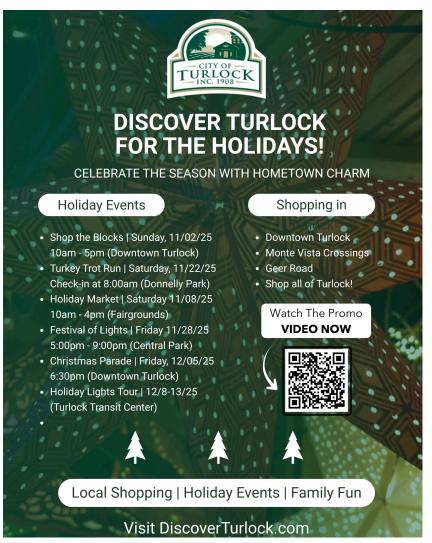
Marketing Campaign Results for Date Range: Oct. 14 - Dec. 1, 2025

Highlights:

- Our holiday ads have been seen over 575,000 times so far!
- 407,013 static ads (images) reached local and regional audiences.
- 168,921 video ads played online with 124,291 people watching the full video from start to finish!
- That's an impressive 74% video completion rate!

Turlock's message is spreading — encouraging more visitors to shop, dine, and celebrate the holidays right here in our community.

- Explore local shops, dining, and events: <u>DiscoverTurlock.com</u>
- *Watch our holiday video: https://www.instagram.com/reel/DP7DtmaEn6x/





Communications Dept. - Community News and Events

Turlock is home to a wide range of family-friendly community events throughout the year, and November was no exception. We kicked off the holiday season with the 51st Annual Turkey Trot on November 22 and the Festival of Lights downtown tree lighting celebration on November 28!

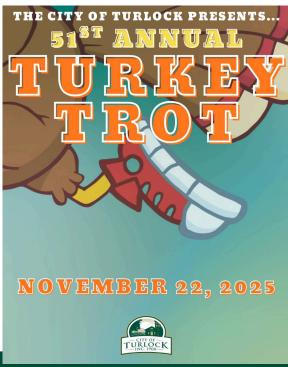






















Communications Dept. -Community News and Events

Turlock is gearing up for a festive month with two wonderful community events you won't want to miss.

Join us on Friday, December 5 at 6:30 p.m. for the 46th Annual Turlock Downtown Christmas Parade – Gingerbread Dreamland in downtown Turlock. Then, bring the family to the Cookies with Santa event on Saturday, December 13 from 10:00 a.m. to 2:00 p.m. at the Turlock Senior Center for cookies, crafts, photos, and holiday fun!









Community News and Events



CITY HALL - 2ND FLOOR

156 S. BROADWAY TURLOCK, CA 95380

NOVEMBER 13TH - JANUARY 13TH

MONDAY - FRIDAY, 8AM - 5PM www.turlockseniors.com



Local artwork is now on display at City Hall.

The Turlock Senior Citizens Art Show highlights the creativity and talent of our senior community, and we invite you to stop by Monday through Friday from 8 a.m. to 5 p.m., or during a council meeting, to see it in person.

Thank you to our artists for sharing their work and to the staff who helped make this display possible







Congratulations to Joanne Foster on her retirement after 30 years with the City of Turlock!

Joanne has served with dedication and professionalism throughout her career, including her valued work in the Planning Division, where she supported key development processes and helped residents and businesses navigate important planning services. Her commitment to public service has made a lasting impact on the community and the departments she worked alongside. We thank Joanne for three decades of outstanding service and wish her a well-earned retirement!









Community News and Events

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.



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Advancing the citywide ADA evaluation. Collecting field data in public spaces. Reviewing curb ramps, refugee islands, pushbuttons, 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/doc umentsreports/adaaccessibility/



Measure A Local Transactions (Sales) and Use Tax

Did you know?

Measure A is paving the way for progress — 65,310 feet of roads repaired, and 13,915 additional feet on the way this year!



Measure A background:

At the November 3rd, 2020 General Municipal Election, Measure A, "City of Turlock, 911 Safety/Emergency Medical Response, Community Services Measure" was approved by a majority of the eligible voters in the City of Turlock.

The City Council adopted a policy that allocates 45% of the funds to Public Safety and Parks with the remaining 55% to the citywide Roads Program.

Your Measure A Dollars at Work

Thanks to voter support, Measure A continues to improve Turlock's roads and enhance key city services. To date, 65,310 feet of roads have been repaired, with more projects underway this year.

Stay informed about how Measure A benefits our community:

https://www.cityofturlock.org/government/elections/measureatransactionsandusetax.asp





Holiday Events



Turkey Trot

A great community event for both adults and children. Prizes for top finishers in each age category.

Saturday, 11/22/25 Check-in at 8:00am (Donnelly Park)



Festival of Lights

Tree lighting ceremony at 6 PM and an evening of dazzling lights, entertainment, shopping, and fun for the entire family to follow.

Friday 11/28/25 5:00pm - 9:00pm (Central Park)



46th Annual Christmas Parade

Gingerbread Dreamland | Friday, 12/05/25 6:30pm (Downtown Turlock)



Discover Turlock for the Holidays

Celebrate the season with hometown charm. There is so much to do together with friends and family, right here in Turlock.

Watch The Holiday Promo





City Update



November 15, 2025

Dear Turlock Community,

As we reflect on the past month, I'm reminded once again of the incredible sense of community that defines our city.

Halloween was such a fun time for families across Turlock, especially during the October 30th Trick-or-Treat & Meet event at our Public Safety Center. It was wonderful that so many families, vendors, and City departments came together to create a safe and enjoyable evening for all.

The Annual City of Turlock Job Fair was another great success, bringing together more than 40 employers and over 460 job seekers. Events like these strengthen our local workforce and help connect residents with meaningful career opportunities right here in Turlock.

The City's Roads Program continues to make strong progress, with recent improvements on Zinfandel Lane and Novo Drive, and construction is underway on California Avenue, Arbor Way, Linda Vista Street, La Sombra Court, Linn Court, North Quincy Road, and more. The recent Geer Road Rehabilitation Project meeting underscored the City's continued commitment to infrastructure improvements, with several additional miles of road projects planned. Roads and public safety remain top priorities, and I'm proud of the progress we've made together.

Have you seen our "Discover Turlock for the Holidays" videos? This citywide campaign is designed to attract more visitors to Turlock while encouraging residents to shop local and support our businesses. So far, our holiday ads have been viewed more than 389,000 times, spreading holiday cheer and showcasing all that Turlock has to offer this season!

As we look ahead, I want to take a moment to thank our City staff, leadership team, and community partners for their continued dedication and hard work. Turlock is strong because of our shared commitment to collaboration, growth, and community pride.

Lastly, don't miss out on our fun upcoming community events!

I look forward to celebrating the season with all of you.

-Any Bublak

P.S. Chick-fil-A (2630 West Tuolumne Road) will be breaking ground at the end of November!





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







C O M M U N I C A T I O N S U P D A T E

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



