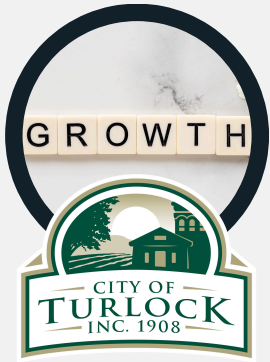


ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - December 2024



The City of Turlock announced Chick-Fil-A is coming to Turlock in 2025!

Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) is a critical component of economic development. The primary focus of BRE initiatives is to support existing businesses within the City.

Existing businesses contribute significantly to job creation and economic stability. By helping them grow, communities can sustain economic health and reduce the risk of business closures.

During the months of December 2024, City of Turlock Economic Development Department staff met with 13 local businesses.

***Annual Business Retention and Expansion (BRE) Visits: 111 meetings and counting!**
(reporting period is 7/1/2024 - June 30/2025)

Pictured Below:

- Divert, Inc. Grand Opening Celebration on December 4, 2024.
- City of Turlock Mayor Amy Bublak presents Divert, Inc., CEO and Co-Founder Ryan Begin a Certificate of Appreciation.

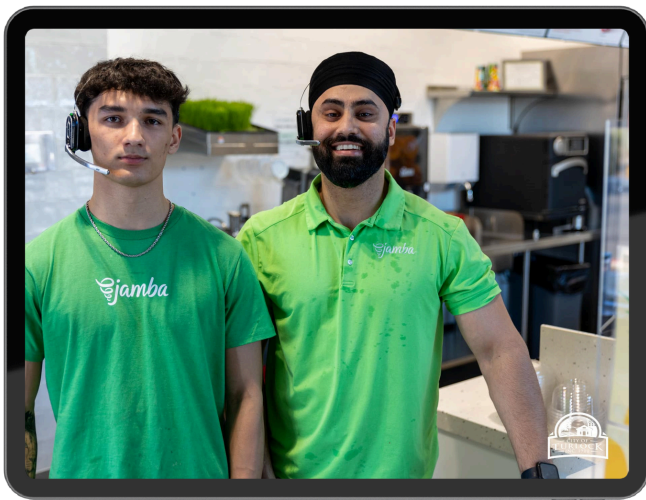


Business Retention and Expansion (BRE)

New Business Spotlight:

New Jamba Juice (with a drive-thru)

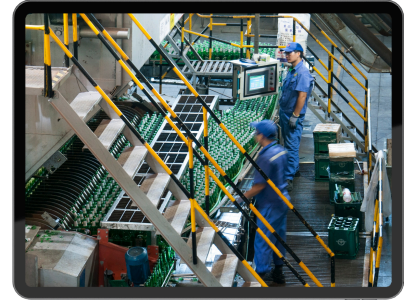
2300 W. Main Street, Turlock, CA 95380



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.



Free Fresno State - Parent University Virtual Courses for All Turlock Residents!

The City recently 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. There were 103 registrations for the first session that started in October 2024.

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



Pathway to College



Financial Literacy



Digital Literacy 4

FRESNO STATE
Parent University

FEBRUARY 2025

NO COST VIRTUAL CLASSES

REGISTER TODAY

- Classes held Twice Weekly
- Evenings Via Zoom 6:30pm-8:30pm
- Monday/Wednesday Sessions
- Tuesday/Thursday Sessions

CONTACT US

Phone: 559.278.0719
 Text: 559.550.5318
 Email: parentuniversity@mail.fresnostate.edu
 Web: fresnostate.edu/parentuniversity

Classes start the week of February 3rd

REGISTER HERE
 Visit the Fresno State Parent University website to access the registration form, or scan the QR code.

Free for Turlock Residents! (All Ages)
 Enrollment Dates Below (6 sessions per year)
 Fresno State Certificate provided upon completion

FRESNO STATE
Parent University

2024

JULY	AUGUST	SEPTEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6 7
7 8 9 10 11 12 13	4 5 6 7 8 9 10	8 9 10 11 12 13 14
14 15 16 17 18 19 20	11 12 13 14 15 16 17	15 16 17 18 19 20 21
21 22 23 24 25 26 27	18 19 20 21 22 23 24	22 23 24 25 26 27 28
28 29 30 31	25 26 27 28 29 30 31	29 30

2025

OCTOBER	NOVEMBER	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5	1 2	1 2 3 4 5 6 7
6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29 30	29 30 31

2025

JANUARY	FEBRUARY	MARCH
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6	1 2 3	1 2 3 4 5 6 7
7 8 9 10 11 12 13	4 5 6 7 8 9 10	8 9 10 11 12 13 14
14 15 16 17 18 19 20	11 12 13 14 15 16 17	15 16 17 18 19 20 21
21 22 23 24 25 26 27	18 19 20 21 22 23 24	22 23 24 25 26 27 28
28 29 30 31	25 26 27 28 29 30 31	29 30

2025

APRIL	MAY	JUNE
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5	1 2	1 2 3 4 5 6 7
6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29 30 31	29 30 31

■ New Registrations Open
 ■ Class START Week
 ■ Reminded Classes are either Worked or Take/Thru
■ Remind Registrations Available
 ■ Session DE UNITS
 (Reminded Class dates are Lower/Midweek & Week/Weekend)

For further information, contact: Anthony Sims
 Economic Development Director
 City of Turlock
 209.668.6031
 ASims@turlock.ca.us

Attraction

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

In November 2024, the City of Turlock Economic Development and Development Services staff announced the breaking news that Chick Fil A is coming to Turlock!



Would you like to see a Trader Joe's in Turlock?

The City of Turlock Economic Development team has started a campaign to request a Trader Joe's in Turlock! The City is asking for community members to visit the Trader's website and submit a request for a Trader Joe's in our city.

PLEASE visit the link below to request a Trader Joe's in Turlock!

<https://www.traderjoes.com/home/contact-us/request-a-store>



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 that the City of Turlock supports start-ups and entrepreneurs is by providing no-cost business workshops and implement business development programs. Business workshops take place within the City of Turlock monthly, and have different topics and strategies presented by different guest speakers.

City of Turlock Small Business Development & Assistance Program

In collaboration with Pressert Marketing, the City of Turlock’s newly launched Small Business Development and Assistance Program provides strategic consulting and business development strategies to elevate Turlock small businesses. The businesses eligible to participate must be Turlock businesses that have a business license with the City of Turlock, operate out of a commercial location in Turlock, have no more than 50 employees, and not be part of a franchise or corporate chain.

The business development program is limited to 100 businesses and will provide up to \$3,500 (while funds last) for online business ads through Google Search Ads and Meta (Facebook/Instagram) Ads.



City of Turlock
Small Business Development and Assistance Program

GET UP TO
\$3,500
AND/OR
FREE SERVICES
FOR YOUR BUSINESS

| Google Ads |
| Social Media Ads |

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

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

Enroll Here:





Business Workshops

2025 Small Business Funding Expo

Date/Time: 1/29/2025 from 12 p.m. - 1:30 p.m.

Location: Carnegie Arts Center, 250 N. Broadway, Turlock, CA 95380

Register for this FREE IN-PERSON EVENT here:

<http://shorturl.at/ONel9>

SMALL BUSINESS FUNDING EXPO

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

Scott Rogalski
Nor Cal SBDC

GUEST SPEAKERS

			
Randy Icelow Mocse Credit Union	Kimberly Bird US Bank	Jared Steinwert F&M Bank	Marsha Carr Success Capital

Key Discussions & Insights

- ✓ SBA LOANS
- ✓ SMALL BUSINESS LOANS
- ✓ SMALL BUSINESS CREDIT
- ✓ MICRO LOANS

Location: **Carnegie Arts Center**
250 N. Broadway, Turlock, Ca

 **29 January 2025 from 12 PM - 1:30 PM**

SCAN THE QR CODE 

Or Visit: <https://shorturl.at/ONel9>



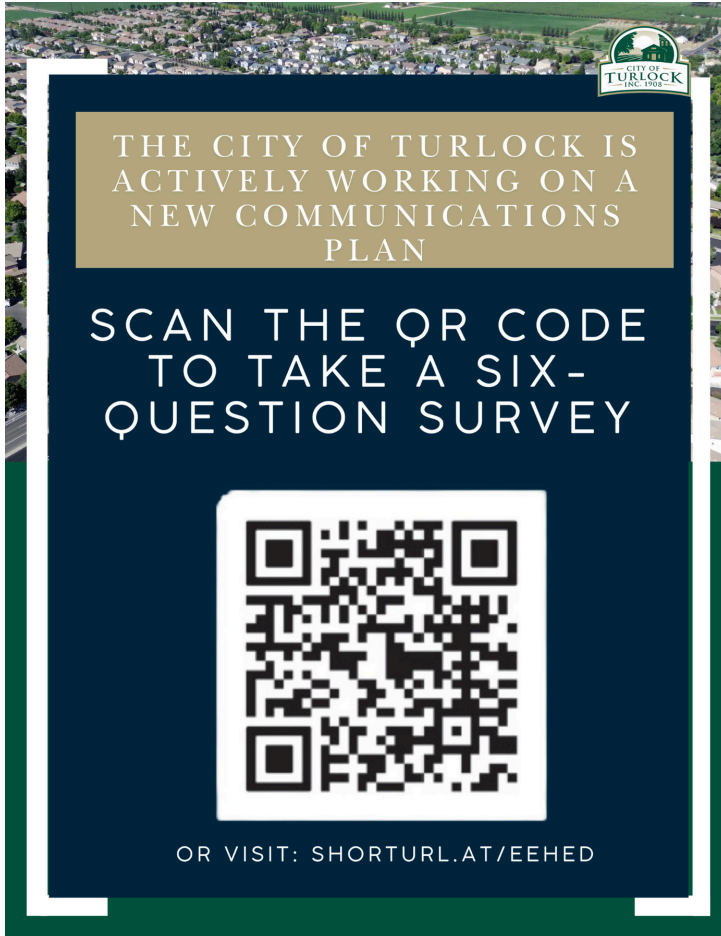
THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA, MERCED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FUNDED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT INFO@VALLEYSIERRASBDC.COM



Community Events

City of Turlock Communications Plan

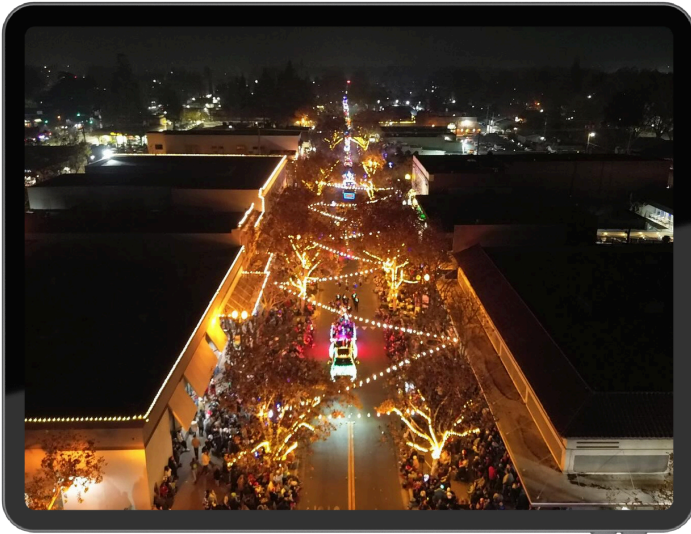
- The City of Turlock is in the beginning stages of putting together a City of Turlock Communications Plan.
- Members of the public are encouraged to share constructive feedback and identify the ways to improve City communication.
- Please take the short six (6) question survey below!
- Stay tuned for exciting updates as our new Communications Plan takes shape in the months ahead.



Download the
City of Turlock Mobile App



45th Annual Christmas Parade



Below:

At the last City Council meeting of 2024, outgoing Councilmember/Vice Mayor Pam Franco was recognized for her passion and dedication serving on City Council. Councilmember Franco’s four years of service brought transformative progress, including significant growth in city reserves and impactful advancements in Turlock’s road improvement program.

The City also welcomed newly elected councilmembers and Treasurer.



Above:

We are proud to recognize Police Chief Jason Hedden for earning the prestigious California POST Executive Certificate!

The California POST Executive Certificate is the highest professional certification for law enforcement executives in our state.

Mayor Amy Bublak surprised Chief Hedden with this honor during the last 2024 City Council meeting.





**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>

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

