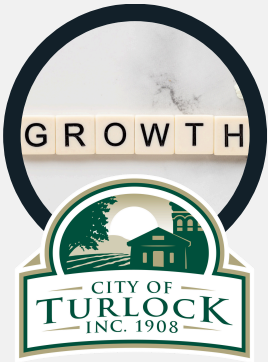
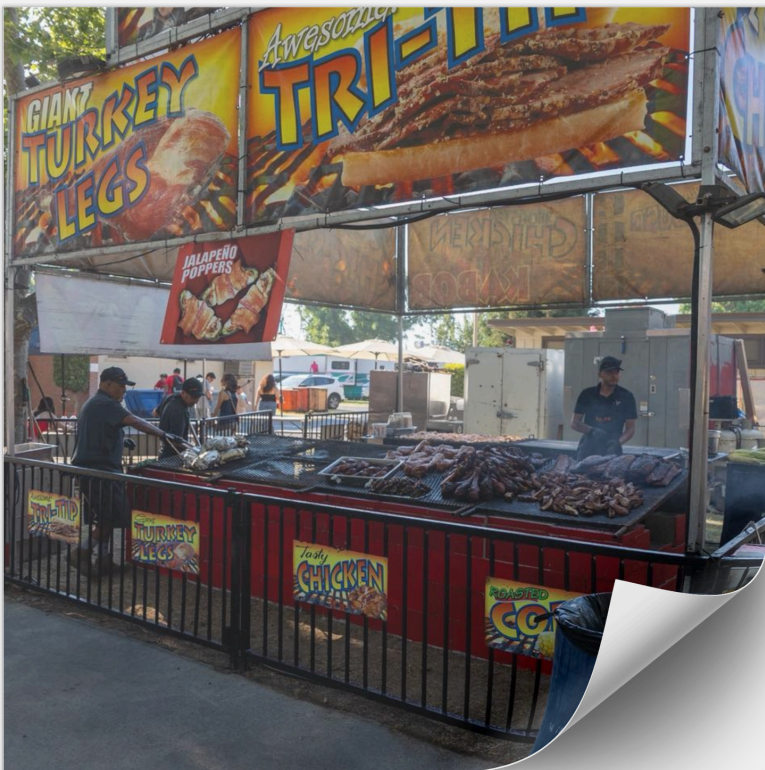


ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - July 2025

Hosted in Turlock, CA, the annual Stanislaus County Fair took place from July 11, 2025 through July 20, 2025. Thousands of visitors from all over the region attend the annual Stanislaus County Fair each year in Turlock.



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 July 2025, City of Turlock Economic Development staff met with 17 local businesses.

***2025-2026 Annual Business Retention and Expansion (BRE) Visits: 17 meetings**
(reporting period is 7/1/2025 - June 30/2026)



Pictured Left:
Burlington coming soon (located at 1840 Countryside Drive, Turlock, CA 95380)

NOW

OPEN

Pictured Below:
Curl Fitness now open! (located at 2710 Geer Road, Turlock, CA 95380)



Pictured Below:
Sunny Grove Preschool Ribbon Cutting - Grand Opening (located at 2490 N. Walnut Rd., Turlock, CA 95382)



New Business Update

NOW

OPEN

- Curl Fitness (located at 2710 Geer Road, Turlock, CA)
- Pink Duck Art Gallery (located at 141 N. Center Street, Turlock, CA)

COMING
SOON

- Burlington (located at 1840 Countryside Drive, Turlock, CA)
- Dave's Hot Chicken (located at 2741 Countryside Drive, Turlock, CA)
- Mister (located at 2530 W. Tuolumne Rd. Turlock, CA)



**Mister®**

Pictured Below:
New Mister carwash location under construction.





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.



Workforce Development Highlight:

The City of Turlock's Economic Development team was honored to welcome newly appointed Interim Chancellor Lena Tran of the Yosemite Community College District (YCCD) for a tour of our Westside Industrial Specific Plan (WISP).

Modesto Junior College and YCCD play an important role in strengthening workforce development and advancing educational opportunities that support Turlock's growing economy.

During the tour, we highlighted the exciting industrial development and thriving circular economy that continues to shape our community's future.

We look forward to building on this partnership and continuing to create opportunities for our residents and businesses.





Workforce Development - Talent Development

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. August 2025 session is now open for enrollment!

To register for future courses visit:

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



FRESNO STATE Office of Community and Economic Development

VIRTUAL CLASSES AT NO COST

CLASSES 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

SCHEDULE

TIME	SESSIONS
6:30PM-8:30PM	Monday/Wednesday
6:30PM-8:30PM	Tuesday/Thursday

Classes start week of August 25th

LET'S GET IN TOUCH

parentuniversity.fs

More info

Website: fresnostate.edu/parentuniversity Call : 559.278.0719
Email: parentuniversity@mail.fresnostate.edu Text : 559.550.5318

City of Turlock Annual Job Fair Update

JOB FAIR

Apply Now

**Wednesday
November 5, 2025**

10 A.M. - 2 P.M.

**New Life Christian Center
2918 W. Tuolumne Rd., Turlock, CA**

Let us help you find a career!

50+ Employers

- Dress for success and bring your resume
- Meet and interview with employers
- Discover job opportunities
- Resume critique
- Training and career information
- And more!

The EDD, an equal opportunity employer/program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling 1-209-576-6118. TTY users, please call the California Relay Service at 711.

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 WISP (Westside Industrial Specific Plan) is a key asset to our Turlock community, fostering a thriving industrial ecosystem that supports local businesses, creates jobs, and strengthens Turlock's economy.

Through smart planning and strategic growth, this area continues to drive innovation, sustainability, and opportunity—all while reinforcing a circular economy that benefits our entire city.

We're proud to showcase the vision behind this development and excited for what's ahead!

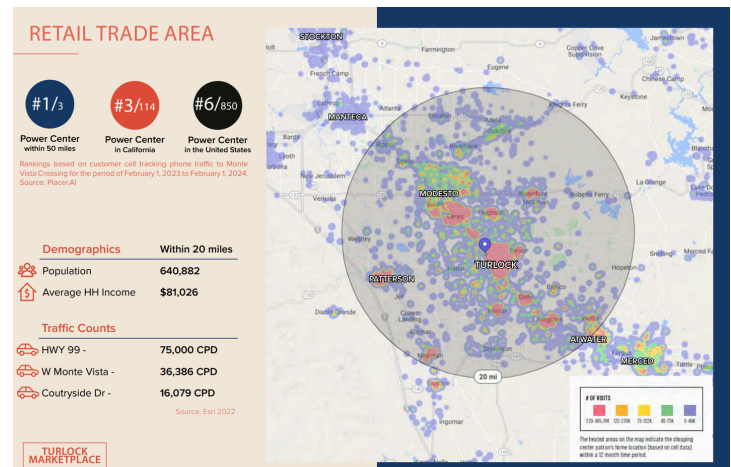
Turlock is also home to power retail shopping center, Monte Vista Crossings, which ranks #4 in California, and #8 nationally.

Below:

New 30 -Acre Shopping Center Development, "Turlock Marketplace"

For more information visit:

<https://www.loopnet.com/Listing/Countryside-Dr-Turlock-CA/32628785/>



Below: Aerial footage of the WISP (Westside Industrial Specific Plan)





Turlock Development Opportunities:

- Retail
- Industrial
- Manufacturing
- Logistics
- Professional Services

CONTACT US

Anthony Sims
ASims@turlock.ca.us
209.668.6031



Turlock Statistics:

- Population: 72k - 74k
- 20-mile radius population: 500k
- 12+ hotels
- CSU Stanislaus
- Monte Vista Crossings Power Retail Center (#4 in CA, #8 in US)
- Pedretti Sports Park (35+ softball tournaments annually)
- WISP Industrial District
- Amazon (1,000+ employees)
- and more!



Turlock is open for business!

Is there a company or business you would want to have in Turlock?

Reach out to our department and let us know!



ECONOMIC DEVELOPMENT

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



Other: _____

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



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:

7/29/2025: How to Obtain Government Contracts



Government Contracts

Pathways to Grow your Business with the State of California

July 29
1:00pm-2:00pm
IN PERSON
**250 N Broadway,
Turlock, CA 95380**

Learn the basics of state contracting.
Explore the benefits of being a certified small or disabled veteran business.



AT NO COST + FREE PARKING

Want to grow your business with government contracts?

Learn how to get certified as a Small Business (SB)* or Disabled Veteran Business Enterprise (DVBE)* and access real state contracting opportunities.

* What's a DVBE?

A business owned and operated by a service-disabled veteran.

*What's a Small/Disadvantaged Business?

A certified small business that meets state requirements for size and ownership.

In this workshop, you'll learn how to:

- ✓ Register on Cal eProcure
- ✓ Find contract opportunities
- ✓ Connect with SB/DVBE Advocates
- ✓ Meet key requirements like the "Commercially Useful Function"
- ✓ Access free tools and resources

SCAN ME



bit.ly/4jNhsEb



centralvalleywec.org



(559) 278-0718



[wecenterfresnostate](https://www.instagram.com/wecenterfresnostate)



Contratos gubernamentales

Caminos para hacer crecer su negocio con el estado de California

29 julio
11:30am-12:30pm
EN PERSONA
**250 N Broadway,
Turlock, CA 95380**

Aprende lo básico sobre contratos con el estado.
Descubre los beneficios de estar certificado como una pequeña empresa o empresa de veteranos discapacitados.



SIN COSTO + ESTACIONAMIENTO GRATUITO

¿Quieres hacer crecer tu negocio con contratos gubernamentales?

Aprende cómo certificarte como una Pequeña Empresa (SB)* o Empresa de Veteranos Discapacitados (DVBE)* y acceder a oportunidades reales de contratación con el estado.

- ¿Qué es una DVBE?
- Una empresa propiedad y operada por un veterano con discapacidad en el servicio.
- ¿Qué es una Pequeña Empresa o Empresa en Desventaja?
- Una empresa certificada que cumple con los requisitos estatales de tamaño y propiedad.

En este taller, aprenderás a:

- ✓ Registrarte en Cal eProcure
- ✓ Encontrar oportunidades de contratos
- ✓ Conectarte con los defensores de SB/DVBE
- ✓ Cumplir con requisitos clave como la "Función Comercialmente Útil"
- ✓ Acceder a herramientas y recursos gratuitos

ESCANÉAME



bit.ly/3RHpoek



centralvalleywec.org



(559) 278-0718



[wecenterfresnostate](https://www.instagram.com/wecenterfresnostate)





City of Turlock Small Business Development & Assistance Program

The City of Turlock launched a Small Business Development and Assistance Program which 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.

The \$3,500 grant is disbursed in two installments of \$1,750. Participating businesses must first utilize the initial \$1,750 and submit proof of expenditure. Upon verification, the remaining \$1,750 will be released to the business.

There is currently 64 businesses in the program. Turlock City Council allocated \$325,000 in American Rescue Plan Act (ARPA) funds for this business development program.

Program Update:

68 Business participating in the program

49 Businesses have received only the first payment of \$1,750

19 Businesses have completed the grant program (has received total grant amount of \$3,500)

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

SMALL BUSINESS DEVELOPMENT & ASSISTANCE PROGRAM

Get up to \$3,500 in grant funding to advertise your business online!

To Qualify

- Your business must be located in Turlock
- You must have a valid/up to date City of Turlock business license
- Operate out of a commercial location (Only one application per address/license holder)
- Employ 50 or fewer individuals
- Cannot be part of a franchise or corporate chain

First 100 qualified businesses — act fast!
Google| Meta Ads

For more info:

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

Brought to you by the City of Turlock, utilizing American Rescue Plan Act (ARPA) Funds. Available on a first-come, first-served basis while funding lasts.



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



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.

\$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.

**Program is limited to 30 businesses per year*

Questions

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

For more City of Turlock business resources visit:



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***



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 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
209.656.3153
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

Community News

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

- The annual Stanislaus County Fair, hosted in Turlock from July 11–20, 2025, draws thousands of visitors from across the region.
- The Turlock Farmers Market takes place every Saturday in downtown Turlock and features a vibrant mix of local produce, artisan goods, and a makers market.
- Each August, the community comes together to celebrate National Night Out, a citywide event that promotes neighborhood spirit and public safety.






POLICE • COMMUNITY PARTNERSHIPS

NATIONAL NIGHT OUT

Turlock Police Department is joining forces to create a safer community for everyone by spreading awareness, generating support and strengthening partnerships

TUESDAY AUGUST 5, 2025
6:00PM-8:00PM



Register your block party for a visit from police, fire or city officials!



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

DEADLINE TO REGISTER YOUR BLOCK PARTY IS JULY 18, 2025

Coordinator:
Melanie Suffecool, Crime Prevention Specialist
msuffecool@turlock.ca.us
(209) 656-3153

 @turlockpolice
 City of Turlock
Turlock Police Department



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>



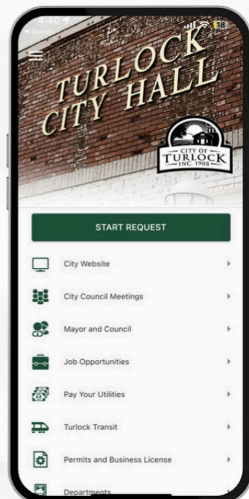
<https://www.linkedin.com/company/city-of-turlock/>

**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

